‘Mobile Marketing: Exploiting the New Wave of Innovation in Marketing’

Áine Doherty

Submitted to Quality and Qualifications Ireland

October 2013

‘Mobile Marketing: Exploiting the New Wave of Innovation in Marketing’

Áine Doherty (BBS, MII, MSc)

Master of Business (Research)

Letterkenny Institute of Technology

Supervisors James Kearns
Vicky O’Rourke

Submitted to Quality and Qualifications Ireland

October 2013

Disclaimer

This thesis is intended for study and research purposes only and is not intended to be submitted for business or private credit. Neither should it serve as a basis for any investment decision. This study contains a significant number of references to third party information (articles, statements of opinions). This type of information is clearly marked as such where possible and is included for research purposes only. The author of this study disclaims any responsibility for the accessibility and utility of any such information. The information presented in this thesis is as far as possible accurate at the day of submission. However, the author reserves the right at any time to amend any of the information therein.

Abstract

As the use of mobile devices among Irish consumers proliferates and becomes ever more integrated within their lifestyles, it is important for Irish managers to understand how they can effectively integrate Mobile Marketing into their overall marketing strategy. The objective of this research was to explore the current use of mobile marketing by Irish businesses and to investigate consumer attitudes towards mobile marketing. This process included a thorough review of Mobile Marketing theory, its application, use and attitudes towards it in order to develop an effective research approach. In-depth interviews, focus groups and online surveys were designed, developed and conducted with managers and consumers and their findings were comprehensively analysed.

The findings identify that managers are largely unclear about how they should use Mobile Marketing. There is a lack of structure within organisations in terms of a Mobile Marketing strategy for implementation into the overall marketing strategy. There appears to be very little consumer engagement or interactivity taking place over the mobile medium. Thus consumers have grown to feel generally negative towards Mobile Marketing. The outcome of these findings is presented in the form of a set of guidelines for managers which make a contribution to the literature and to practitioners by encouraging the more considered and strategic use of MM. These guidelines are subject to further testing and refinement.

Acknowledgements

I would like to sincerely thank the following for their help and support in completing this thesis:

My supervisors, James Kearns and Vicky O'Rourke, who offered valuable advice and guidance and dedicated their time towards the completion of the research.

My family and friends who provided encouragement and support and kept me motivated throughout the course of the research.

The people who took part in interviews and the focus group proceedings.

The respondents who completed the survey and distributed the survey to others.

The staff at Letterkenny Institute of Technology for their continued help and advice.

Dedication

This thesis is dedicated to the memory of my Aunty Mary O’Donnell.

Table of Contents

List of Abbreviations

ANOVA	Analysis of Variance
App	Application
CMO	Chief Marketing Officer
ComReg	Commission for Communications Regulation
CRM	Customer Relationship Management
CSO	Central Statistics Office
CTR	Click Through Rate
IR	Infrared
LBS	Location Based Services
LOT	Life Orientation
mCRM	Mobile Customer Relationship Management
MM	Mobile Marketing
MMA	Mobile Marketing Association
MMS	Multimedia Message Service
NCT	National Car Testing
NFC	Near Field Communication
QR Code	Quick Response Code
RFID	Radio Frequency Identification
SMS	Short Message Service
SPSS	Statistical Package for Social Sciences
TRA	Theory of Reasoned Action
TV	Television
UK	United Kingdom

List of Figures

List of Tables

Chapter One: Introduction

1.0 Introduction

1.1 Research Objectives

1.2 Thesis Structure

Chapter One

Introduction

1.0 Introduction

Technology and enhanced mobile networks have greatly changed the way in which marketers can communicate with consumers via mobile devices. Breaking down barriers of geography and time, consumers can be reached directly via this medium and as a result companies are presented with a new and innovative means of engaging consumers. The challenge for marketers, however, is how to do this effectively. The continued advancement and integration of mobile phone technologies into individuals' lives has provided marketers with an ideal medium for reaching and influencing consumers (Abramovich, 2008). Mobile phones have become much more than a means of conversing with others via voice communications; they have evolved to incorporate cameras, navigation tools, applications and portable PCs.

1.1 Research Objectives

The aim of this research is to contribute to the discipline area through developing key insights into how Mobile Marketing (MM) is being used by Irish organisations and consumers' attitudes towards this marketing medium. For the purpose of this research MM is defined as 'the use of the mobile medium as a means of marketing communications' (Leppäniemi *et al.*, 2006, p. 38). As the use of mobile devices among Irish consumers proliferates and becomes ever more integrated within their lifestyles, it is important for Irish companies to understand how they can effectively integrate MM into their overall marketing strategy. A greater

understanding of the medium and how it is utilised by consumers will contribute to literature and facilitate the creation of such strategies. Advances in technology has meant that mobile devices are no longer a means of voice communication only but have a significant impact on the lives of consumers. Consumers can now use mobile devices as their own 'portable PC', to email, watch videos, and use social networking sites. Mobile devices have stretched communications boundaries for both consumers and marketers alike.

The research objectives are:

1. To explore the current use of mobile marketing by Irish businesses
2. To investigate consumer attitudes towards mobile marketing
3. To provide a set of guidelines for the effective integration of mobile marketing into marketing strategy.

1.2 Thesis Structure

This study consisted of a literature review and three phases of primary research. The literature review is presented in Chapter Two and introduces the concept of MM in terms of its use, application and consumer attitudes towards it.

Chapter Three outlines the research methodology. Three phases of research were carried out, two qualitative and one quantitative. The research objectives, data collection method, measurement technique, sampling approach and analytical approach are detailed in this Chapter.

The qualitative research findings and analysis are presented in Chapter Four. The findings from seven in-depth interviews and three focus groups are analysed in the context of the themes explored relating to the literature review.

Chapter Five presents the findings and analysis of the third phase of research, an online survey. 263 respondents completed the survey, responses were filtered, coded and then analysed in the context of the key themes.

Finally, Chapter Six draws conclusions from all research conducted. A set of guidelines are provided for the effective integration of MM into marketing strategy using key insights from the research. Reflections on the research and suggestions for further research are then proposed.

Chapter Two: Literature Review

2.0 Introduction

2.1 The Mobile Marketing Landscape

2.2 Mobile Phone Penetration and Mobile Statistics for Ireland

2.3 Historic overview of Mobile Marketing

2.4 Mobile Marketing Tools

- **2.4.1 Mobile Messaging**
- **2.4.2 Proximity and Location Based Services**
- **2.4.3 Content Based Mobile Marketing**
- **2.4.4 Mobile Video and TV**
- **2.4.5 Applications and Games**
- **2.4.6 Quick Response Codes**
- **2.4.7 Mobile Web and Email**

2.5 Mobile Marketing Success Factors

2.6 Mobile Marketing Strategies

- **2.6.1 Brand Building**
- **2.6.2 Special Offers and Discounts**
- **2.6.3 Timely Media Teasers**
- **2.6.4 Product, Service and Information Requests**
- **2.6.5 Polls and Voting**
- **2.6.6 Competition and Sweepstakes**

2.7 Mobile Marketing Benefits and Challenges

2.8 mCRM

2.9 Mobile Marketing and the Consumer

2.9.1 Acceptance of Mobile Marketing

2.9.2 Attitudes Towards Mobile Marketing

2.9.3 Permission Based Mobile Marketing

2.9.4 Privacy, Laws and Regulations

2.9.5 Demographic Factors

2.10 Mobile Marketing Best Practice

2.11 The Future of Mobile Marketing

2.12 Literature Review Conclusion

Chapter Two

Literature Review

2.0 Introduction

Webster and Watson (2002) maintain that a review of relevant literature is an essential feature of any academic research. Research for this review of literature has been gathered from academic journals, books and through the internet. A comprehensive search of literature in the MM field took place. Various disciplines within the area were uncovered and those selected for evaluation in this research include: a general overview of MM, consumer acceptance and attitudes and MM best practice. These themes are aligned with Leppäniemi *et al.'s* (2006) review of MM research where they classify literature by consumer, business and management, and general. A similar classification model is presented by Varnali and Toker (2010) whose framework organises literature by theory, strategy and consumer behaviour.

A literature review provides background to and justification for research carried out. This chapter summarises, evaluates, clarifies and integrates (Cooper, 1988) the content of published knowledge in a young, innovative and ever evolving marketing discipline.

2.1 The Mobile Marketing Landscape

Mobile phones have presented marketers with an entirely new platform on which to engage with consumers. They offer organisations 24/7 access to unique consumers with whom they

can build interactive relationships based on personal identity, commercial behaviour, geographic location and communication patterns (Friedrich *et al.*, 2009).

Today's consumers live fast paced, on-the-go lifestyles; relying on traditional marketing makes them hard to reach. Thus MM presents a much more accessible, interactive and personal way to target audiences than traditional marketing has to date. With global market mobile phone penetration rates at 91 per cent (Ericsson, 2012), the 'always on, always with you' mobile device offers a broad range of new opportunities to reach new customers (Leek and Christodoulides, 2009).

Controversy still surrounds MM regarding its ultimate marketing value. The mobile phone provides instant gratification whenever and wherever a consumer happens to be. This, in turn, empowers both marketers and consumers, and as Laszlo (2009) forecasted, creates a strong chance that mobile communication devices will become 'the next great advertising medium'. In contrast, a few years later, a report by the Chief Marketing Officer (CMO, 2012) claims that while interest is high, scepticism exists as many marketers believe MM falls short because of inflated claims, unmet expectations, and a lack of best practices. The same study, of 250 global marketers, reveals that only 16 per cent of companies have a formal mobile strategy in place. Similarly, Ong (2010), Friedrich *et al.* (2009) and Leppäniemi and Karjaluoto (2005a) claim that the potential of MM has yet to be fully exploited and that this is due to a lack of experience in MM among marketers and because the phenomenon is still in its infancy.

For the last decade the two terms mobile marketing and mobile advertising have been used interchangeably in literature to describe the meaning of two different concepts. They have

also overlapped with wireless marketing or wireless advertising (Leppäniemi *et al.*, 2006). This research is focused on MM and therefore clarifying definitions, based on those used in existing literature is imperative at this stage. The Mobile Marketing Association (MMA) defines MM as 'the use of wireless media as an integrated content delivery and direct response vehicle within a cross-media or stand-alone marketing communications program' (MMA, 2008b, p. 22). Thus the mobile phone is treated as an entirely new communications channel which can be used alongside other marketing tools such as television, radio, internet, direct, print or billboard. This study, however, will adopt a definition proposed by Leppäniemi *et al.* (2006, p. 38), 'the use of the mobile medium as a means of marketing communications'. This definition has been selected because it encompasses the major characteristics in both marketing communications and mobile advertising. There is evidence that this definition has also been adopted in further studies since its publication (Smutkupt *et al.*, 2010).

As pointed out by Tahtinen (2006), it is important that the term MM does not get confused with others such as mobile advertising or mobile commerce. The MMA defines mobile advertising as a form of advertising that is communicated to consumers via a handset. This type of advertising is most commonly seen as a mobile web banner (top of page), mobile web poster (bottom of page banner), and full screen interstitial, which appears while a requested mobile web page is 'loading'. Other forms of this type of advertising are short message service (SMS) and multimedia messaging service (MMS) ads, mobile gaming ads, and mobile video ads (pre, mid and post roll) (MMA, 2008b, p. 21). Therefore, mobile advertising is a paid, mediated form of communication from an identifiable source, communicated to the consumer via a mobile handset and designed to persuade the receiver to take some action, either now or in the future. For the purpose of this research, MM

encompasses many tools including mobile advertising. However, mobile commerce refers to electronic commerce transactions carried out via mobile devices which will not be examined for the purposes of this study (Dholakia and Dholakia 2004, Kalakota and Winston 1996).

The term 'mobile' potentially includes laptops, media players and other classes of portable devices (Laszlo, 2009). This study focuses on non-PC devices, predominantly mobile phones. While authors use different terminology for the concept that is MM, they all cite similar characteristics for the phenomenon. Those most frequently cited include its personal nature, ubiquity, speed and flexibility (Choi *et al.*, 2008; Barutçu, 2007; Tahtinen, 2006) and while other marketing tools may share some of these characteristics, no other encompasses them all; therefore MM is unique and deserves a concept of its own.

2.2 Mobile Phone Penetration and Mobile Statistics for Ireland

It is important to contextualise the Irish mobile market place in order to get a true understanding of the role of MM in Ireland. Irish mobile subscriptions are considerably higher than global penetration rates. March 2013 reports 5,432,182 mobile subscriptions in Ireland, including mobile broadband subscriptions. Total mobile subscriptions have decreased by 0.5 per cent since the previous quarter and by 1.6 per cent in the last year. The mobile penetration rate for the same period was 106.6 per cent excluding mobile broadband (ComReg, 2013). If compared to global mobile penetration rates of 91 per cent (Ericsson, 2012), these figures suggest a development in the Irish mobile market, making MM opportunities ever more attractive for both Irish and global brands.

Ireland also appears to be embracing mobile internet quicker than other European countries. A ComScore (2013) report analyses the European digital landscape; they found that Ireland had the second highest mobile device page views in Europe in 2012. 21.8 per cent of browser based page views were made on mobile devices in Ireland. The United Kingdom (UK) achieved 24 per cent and Turkey had the lowest mobile device page viewing figure of just 2.3 per cent. ComScore therefore recommend that UK and Irish mobile behaviour cannot be extrapolated to other countries.

Research shows that Irish consumers are technically savvy and smartphone ownership is continuing to grow. Púca (2011) published findings from an iReach survey which delivered 1,000 responses from adults in Ireland aged 18-55+. Their research found that 54 per cent of respondents had a smartphone. This figure was highest among young adults aged 18-34. The Apple iPhone was the most popular with 28 per cent of respondents who owned a smartphone using one. Samsung and Nokia were the second and third most popular smartphone devices in Ireland. In 2011 a RedC survey (2011) suggested that there would be a 50 per cent growth in smart phone ownership by 2012 in the Irish market; this increase would result in smartphone ownership overtaking desktop PC ownership. Púca's (2011) research revealed that 78 per cent of respondents had downloaded apps on their smartphones and word of mouth endorsement appears to be the main awareness driver for mobile apps across all age groups surveyed.

Additional research suggests that Irish consumers have embraced their mobile devices as a part of their daily lives. Thinkhouse (2012) conducted a survey among 661 respondents within the 15-35 age category in Ireland. The survey of Irish youths revealed a number of interesting statistics. 89.9 per cent of respondents owned a smartphone and 88.4 per cent

used their phone before they got out of bed in the morning. 78.5 per cent had more than 10 apps on their phone and 88.7 per cent said they used less than ten apps daily. 81.6 per cent were happy to pay for a good app (application) while 64.7 per cent preferred a good app to a good website. 15-24 year olds mostly used their phones to send text messages while the 25-35 year olds mostly made calls on their phones.

Research which has been focused on Ireland to date suggests that the mobile phone has become an integral part of consumer's lives. Smartphone ownership in particular is shown to be growing, thus there are opportunities for marketers to exploit MM as a way to build relationships with their customers.

2.3 Historic overview of Mobile Marketing

In 2002 the first academic papers on MM were published by Barnes and separately Barwise and Strong. Over the last 11 years literature on the subject has been slow to progress and therefore the findings of these early studies still have a strong bearing in MM literature today. In 2004 Rodriguez-Perlado and Barwise struggled to review research because very little had been published. It was not until 2007 that researchers began to see a significant number of papers published which were enhanced by special issues in two journals: Psychology and Marketing in 2008 and the Journal of Advertising Research in 2009.

In 2002 Barnes forecasted that the convergence between marketing, Customer Relationship Management (CRM) and m-commerce represented a potentially powerful platform for wireless advertising. At this stage the majority of MM took the form of SMS. In their early work Barwise and Strong (2002) stated that the mobile phone was the ultimate medium for

one-to-one interactive marketing and that more complex apps would arrive on the market in due course. Since then, industry developments such as the introduction of the smartphone have contributed towards the rise of MM. An illustration of the proliferation of the smart phone is illustrated in the fact that the Apple iPhone and other Android-based smart phones had together achieved 50 per cent of the mobile handset market share in Ireland by 2013 (Eircom, 2013). This provides powerful evidence to suggest that MM is emerging as an important marketing channel which cannot be ignored.

2.4 Mobile Marketing Tools

MM strategy can also be defined in terms of push versus pull. Smutkupt *et al.* (2010) explain that in a push strategy, marketers initiate communications by sending information directly to customers without requesting prior consent. They go on to state that pull strategies are quite the opposite, and involve delivering messages upon customer request, or by placing information on browsed mobile content (Barnes, 2002). Most traditional forms of MM have used SMS as a tool for push strategies to date. However, more recently MM uses mobile apps to target consumers via a pull mechanism.

In Ireland, organisations must by law gain permission from the consumer before they send any content to their mobile device (The European Union, 2013); this therefore restricts their ability to carry out push MM campaigns. Findings from Cleff (2007), Tsang *et al.* (2004) and Dickinger *et al.* (2004) suggest that consumers evaluate MM negatively unless they have previously consented to receive such communications. Push MM campaigns are viewed as spam by consumers and are found to be irritating; the biggest opportunities for marketers are

available for those using pull MM strategies (Okazaki and Barwise, 2011; Smutkupt *et al.*, 2010).

Marketers wishing to exploit the potential of mobile as a new marketing channel have several categories of tools available at their disposal through which to utilise the different types of advertisements outlined below. These include mobile messaging, proximity based services, location based services, content based tools, mobile video and television (TV), apps and games, QR (Quick Response) codes and mobile web and email.

Using the plethora of tools available to them, marketers can tailor their mobile advertising campaigns to each of their customers segments based on their usage and preferences. In 2009, Laszlo identified the different on-device mobile display types of advertisements as; text advertisement (either static or clickable), graphical banners (either static or clickable), graphical banners with associated text links, video pre-roll and traditional TV commercials at standard lengths. Choi *et al.* (2008) suggest that marketers develop credibility in their mobile ads by ensuring that each message is customised for a specific target audience, that the information matches the customer needs and wants, at the right place and at the right time.

2.4.1 Mobile Messaging

Mobile Messaging includes SMS and MMS. SMS messages are often referred to as 'text' messages. They have been the most commonly used tool for MM activity and therefore the most researched MM tool. They allow the transmission of a text message of up to 160 characters depending on the type of mobile handset or mobile network (MMA, 2011). Encouraging consumer response and engagement can be a challenging task to do over such a

small length of text (Barwise and Strong, 2002) and while adoption was fast in Japan, North America and Europe initially lagged in embracing SMS technologies as a marketing tool (Dickinger *et al.,* 2004). SMS has typically been considered to be part of a push strategy which might be used to boost sales in the short term; with prior consent from consumers it is considered a pull strategy. They can also allow a brand to engage in a one-to-one dialogue with customers or be part of a brand building effort. Dickinger *et al.* (2004) also highlight the importance of integrating SMS into the overall marketing campaign, stating that SMS should complement other media and should never serve as the main media in a campaign.

MMS is defined by Okazaki and Taylor (2008) as a standard message that includes multimedia objects such as images, audio, video or rich text. This expands the scope of possibilities for marketers to include pictures, videos, music, or coupons as part of their mobile messaging campaign. Coupons allow marketers to send time and location sensitive discounts to customers. These can be easily processed by the company at a cash desk and more easily accessed by the customer than paper coupons because they carry their mobile phones everywhere with them.

Wella, the leading seller of hair cosmetics and fragrances, sent a message with a kiss image to all their clients that gave permission for to receive SMS messages from Wella. Their customers liked the Wella kiss so much they forwarded it to their friends and thereby creating a high effect, low cost viral branding effort by the company (Godin, 2001).

2.4.2 Proximity and Location Based Services

Proximity and location based services (LBS) are those which are available when a mobile device is close by. It uses GPS or geo-targeting to pin point a consumers exact location and then can provide them with location specific information on their mobile device (IAB Ireland, 2011). The main tools available for implementing proximity services are Bluetooth, Infrared (IR), Radio Frequency Identification (RFID), Wi-Fi and more recently Near Field Communication (NFC).

LBS also work on a push and pull basis. Push LBS operate on an opt-out basis where advertisements are sent to the consumer based on the tracking of their mobile phone location. Pull LBS require some form of request for information or check-in by the consumer for example on a social networking app such as Facebook, Four Square or Groupon (IAB Ireland, 2011; Xu *et al.*, 2010). Services include 'emergency and safety-related services, entertainment, navigation, directory and city guides, traffic updates, location-specific advertising and promotion, and site-based purchasing with e-wallet enabled mobile devices' (Unni and Harmon, 2007, p. 2).

Bluetooth is an open wireless technology designed for exchanging data over short distances between enabled devices. Bluetooth devices typically need to be configured as 'discoverable' before they become apparent to other Bluetooth devices. It is most commonly used to target shoppers in a retail location, as they pass by the retail location a message appears on their mobile phone. Xu *et al.* (2009) claim that LBS allows advertisers to reach consumers when and where they are most likely to purchase. IR is normally used to beam information to a

mobile handset in response to a consumer approaching an information point and specifically requesting the information.

RFID allows a small device, known as an RFID tag, to identify itself to a remote reader when it is close by using radio waves (RFID Journal, 2012). By attaching or embedding an RFID tag in to a mobile device it is possible to determine its' proximity to a retail display. For example, once consumers are identified it gives marketers the opportunity to promote the displayed product or perhaps notify the consumer of special offers.

Wi-Fi technology broadcasts and receives a short range radio signal to provide internet access for web and Wi-Fi enables devices. Marketers can take advantage of customers using their Wi-Fi networks by sending marketing messages over the signal, making users watch an ad before giving them full access or creatively naming their Wi-Fi network like CoffeeCompany in Holland did using router names such as 'OrderAnotherCoffeeAlready' or 'BuyAnotherCoffeeYouCheapSkate' (Krum, 2010). Groupon partnered with a Wi-Fi mobile ad network in America to launch a hyper local ad campaign in 2011 which allowed them to show region-specific deals based on the users exact location and time of day. The campaign enabled them to offer an unlimited amount of daily deals and increased their overall engagement (IAB Ireland, 2011).

NFC is a short range smart phone location based solution that allows contactless communication between two devices. It comes in the form of tiny microchips that can be incorporated into posters, retail display, loyalty cards, business cards or direct mail. They can be used like smart cards that are waved over a reader. The most popular form of NFC currently is the mobile wallet. However NFC is proclaiming to be more than just a mobile

payment tool (Return to Sender, 2012; Krum 2010), it may turn a mobile phone into a building or garage access key, a mobile ticket or even personal identification. In 2005, Bauer *et al.* predicted that LBS would become the 'killer application' of mobile commerce. NFC can be categorised as mobile commerce and thus will not be examined in this study.

While there are great opportunities available for marketers and consumers using LBS, a number of privacy concerns may prevent mobile phone users from using this tool. If adopting pull LBS, the control is handed to the consumer which may reduce the possibility of triggering impulse buying reduces using this method (Unni and Harmon, 2007).

2.4.3 Content Based Mobile Marketing

Content based mobile messages are those which provide content and value to the consumer. These fall under the scope of mCRM (Mobile Customer Relationship Management) which is examined in section 2.8 and include: sales quotations; confirmations; reminders or alerts (Clickatell, 2008). Reminders may include dentist or hairdresser appointments. In Ireland, the National Car Testing (NCT) Service sends details of confirmed appointments to customers with details about their test date, time and location. They claim it be a 'cost effective solution' which decreases their mailing costs (Púca, 2010).

2.4.4 Mobile Video and TV

Mobile Video and TV is a relatively new opportunity for marketers to reach potential customers in a targeted and personal manner. 'It allows advertisers to create high impact,

emotive, informative and personal advertising while leveraging the targeting that mobile inherently provides' (MMA, 2009, p. 20).

Usually a mobile network is used to deliver the TV content, which is then played through the media player. The most common methods of delivering mobile video and TV are; streaming video or TV, download video, progressive video download and broadcast TV. Streaming video or TV occurs when a mobile video is 'streamed' to a mobile device and starts playing as soon as it is received. The quality of streamed video and TV depends on the mobile network. In contrast to this, a downloaded video is stored in its entirety on the phone before it is played. A progressive video download is half way between streaming and downloading. As the video is downloaded and stored on the mobile device it starts playing once a certain percentage has been received. Finally, broadcast TV is similar to traditional TV where channels are continuously broadcast on a mobile network. In addition, commercial breaks in the program provide advertising opportunities (MMA, 2008a).

In 2011, mobile video was predicted to play a major role in the Irish mobile device space following on from the trends of the internet (IAB Ireland, 2011). Mirbagheri and Hejazinia (2010) suggest that mobile video would work well for the automotive industry. Mobile video allows a brand to show their products in a controlled and perfected manner, mobile video also have the advantage of virality. Smutkupt *et al.* (2010) also predicted that future mobile content will be dominated by 'entertainment (e.g., video-on-demand), distance education and news services'. TV companies such as Sky News, RTE and online video organisation YouTube have fully embraced mobile TV and video in Ireland (IAB Ireland, 2011).

2.4.5 Applications and Games

The mobile app and games segment is rapidly developing and growing in popularity. 'There's an app for that' is the catchphrase made popular by Apple. Mobile apps and games contain software which runs on a mobile device, performing tasks and providing utility for a mobile phone user. Mobile apps, sometimes referred to as downloadables in literature (Laszlo, 2009), are common on most smart phones. In addition to providing user interfaces for basic tasks such as making phone calls or sending messages they make more advanced and entertaining experiences such as browsing the web, playing games, watching videos, emailing, searching for maps and direction finders, reading books and online shopping (Bellman *et al.*, 2011). In addition, apps and games provide advertising opportunities to marketers. This may be in the form of branded advertising displays or banners, splash pages, links or mobile coupons which are often incorporated into the app or game.

Apps are either preinstalled on the phone, such as SMS, MMS, browser or music player, or they may be purchased or downloaded at a later stage. Downloadable apps are growing in popularity and are provided by an increasing number of mobile application developers and publishers. Econsultancy (2012) highlight that new generation web apps are now challenging the dominance of native apps. This will allow publishers to move from the controlled app store environment to more open models using HTML5, the most up to date computer language used for presentation of data online.

Apps are incredibly varied and may fulfil the following functions: communications (for example email clients, mobile web and internet browsers, social networking), games (for example puzzle/strategy, card games, action/adventure, sports), information (for example

recipe, health guides, electronic books, news), multimedia (for example graphics, video players, audio players), productivity (for example calendars, calculators, diary, directory services), travel (for example city guides, currency converters, translators, GPS) and utilities (for example profile manager, address book, screen savers, call manager).

Mobile games can effectively integrate the entertainment and advertising element. They allow consumers to 'pass time' in an entertaining manner while providing marketers with the potential to harness the consumers focused attention. When playing, consumers have their attention focused on the game which increases the likelihood of them noticing an ad which has been cleverly inserted into the game. However, marketers must make sure the ads do not interfere with the gaming experience by placing them in a non-intrusive, non-disruptive way. Mobile games are most commonly used for brand-building campaigns. Choi *et al.* (2008) suggest an 'advergame' is one possible strategy to increase entertainment in mobile ads. They claim games help to integrate fun and entertainment into the consumers mobile experience and that they can also be easily subsidised through advertising.

2.4.6 Quick Response Codes

The QR code is a tool used by marketers predominantly in print media to direct consumers straight to their website or a particular landing page within the website. The codes, which are visually similar to barcode, are scanned by the consumer to a QR decoder app via their smart phones. A 2012 survey in Australia found that most consumers remain unfamiliar with QR codes despite their rising popularity among marketers (Econsultancy cited by Warc, 2012). Lee and Engelman (2012) state that QR codes are a popular way to bridge MM with traditional marketing mediums such as print publications, packaging and outdoor signage.

They cite examples of use by Kraft Foods in Canada who ran a QR code campaign in store at the point of purchase to offer value added content to consumers. 54 per cent of participants scanned the QR code. QR codes are more popular in Asia. Tesco in South Korea used them to grow market share without having to invest in opening new stores. By placing posters replicating store shelves in high footfall areas, shoppers could scan items they wanted. The items would be added to their digital shopping basket and delivered to their homes. The campaign had over 10,000 shoppers, a 76 per cent increase in registered members and an increase of 130 per cent in online sales (IAB Ireland, 2011).

2.4.7 Mobile Web and Email

The Mobile web is a term used to describe access to the World Wide Web (www) through a mobile device. Before the introduction of smartphones many websites were either specifically designed or stripped down to accommodate mobile browsing for mobile phones that had limited display capabilities. Since the smartphone it is now necessary for all websites to have a mobile version, whether that is in the form of an app or a scalable imitation of their PC based website. Responsive design is a modern option for web designers; this allows just one website to be designed. The site then adapts its content to the device and screen size the consumer is viewing from (Econsultancy, 2012). Creating a mobile website is particularly important for those in the retailing industry (Shankar *et al.*, 2010) to avoid missing potential sales. When designing a mobile website Fáilte Ireland (2012) suggest marketers should consider that only one screen can be viewed at a time, that there is not much room for text, that large buttons should be for calls to action and to make sure appropriate fonts are used to make important information stand out. An announcement by Google (2013b) states that they will roll out major changes which will improve the search experience for smartphone users.

They advise that websites which are not mobile-friendly will begin to suffer in Google rankings.

Econsultancy (2011) say that because mobile handsets have become more sophisticated not only do website properties need to be mobile accessible but also any email communications should be optimised for mobile device viewing. King Fish Media (2011) report from their online survey of almost 600 America organisations that 64 per cent use a mobile website and 47 per cent have mobile enabled email communications. Mobile Email is the facility to send and receive electronic mail from a mobile device. This can take two forms: pull email or push email. Traditionally email is 'pulled' from a mail server by an email client program which requests new messages periodically. The alternative to this, which is supported by some mobile devices such as smart phones, is to 'push' email from the mail server to the email client as soon as it arrives.

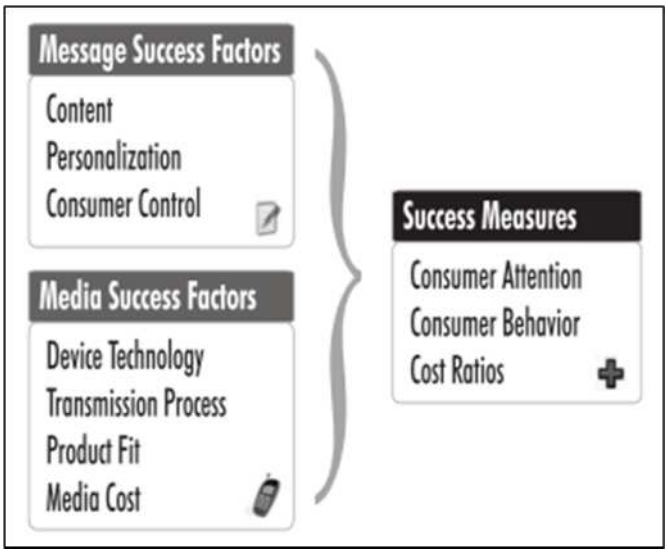
2.5 Mobile Marketing Success Factors

Dickinger *et al.'s* (2004) conceptual model of effective SMS marketing (Figure 2.1) summarises the independent variables of MM success into two categories: message characteristics and media characteristic and is cited by Park, Shenoy and Salvendy (2008). Outlining these characteristics helps to evaluate the influencing factors for implementing MM.

Message characteristics include content, personalisation and consumer control. The content of any mobile advertisement is important (Haghirian *et al.*, 2005; Dickinger *et al.*, 2004; Barwise and Strong, 2002). Sending a message to a customer's personal mobile phone

requires certain etiquette and includes that the content must be concise, in a language understood by the recipient and fit within the text or screen limitations. In an early UK survey of 1000 mobile phone owners, triallists said the following made a good text advert; short and straight to the point, funny/entertaining, area of interest, eye catching and having a prize/promotion attached to the advertisement (Barwise and Strong, 2002). It is equally important to provide information on how the customer can stop receiving further company messages.

Figure 2.1 Conceptual Model of SMS Marketing (Dickinger *et al.*, 2004)



Mobile phones are considered to be 'personal'; they are carried by the owner almost everywhere at all times. Therefore messages sent to a mobile phone from unknown people or organisations can be perceived as intrusive. Personalising the message can help to overcome this barrier. From the client's perspective it is therefore imperative to collect a structured and well maintained database which will be used for targeting consumers effectively. A database should include as much information as possible about the interests and preferences of each customer to leverage the messages relevance (Dickinger *et al.*, 2004).

Giving the consumer some control in the form of permission can help a company using mobile technologies by avoiding negative attitudes which might exist around MM because of the fear of spam. Permission marketing, for the consumer ensures they receive more relevant messages, and for marketers, ensures they target an audience who are actually interested in their message (Dickinger *et al.*, 2004). Permission, trust and consumer attitudes toward MM will be discussed later in the literature review. The importance of these three characteristics are confirmed by Huang (2012) whose examination reveals seven overall key success factors that drive MM acceptance; content, personalisation, control, acceptance, value, brand trust and permission.

Dickinger *et al.'s* (2004) media characteristics include device technology, transmission process, product fit and media cost. The main difference between a mobile phone and desktop computer is the size of the screen. This presents one of the biggest hurdles to overcome when designing advertising for a mobile device. Device technologies issues have evolved during the last decade. Where issues originally were based around the difficulty with low resolution, text only limitations, today they are focused on ensuring a message appears correctly regardless of what type of smartphone or device the customer is using (Econsultancy, 2012). In addition mobile devices are limited in terms of battery life, memory and bandwidth. All these factors must come into consideration when designing a MM strategy.

While it is assumed that text messages arrive at the recipient's phone immediately after they are sent, there is no guarantee. The message may encounter network issues or back log along the way or the recipient's phone may be switched off. This could be a major problem for

time sensitive information such as last minute tickets or coupons, weather reports or product availability notifications (Dickinger *et al.*, 2004).

It is important that the product or service being promoted via MM fits with this medium. Research by Barwise and Strong (2002) indicates that the mobile medium is best suited for advertising low-ticket items that are every day, frequent purchases rather than large, high-value items. Over the past decade this outlook has changed somewhat. It may have been the case when SMS dominated MM, however today mobile apps are used by brands who offer both low and high value products. For example BMWs gaming app is used to create an interactive experience with its customers, which in turn will have an effect on the favourability of the brand, and perhaps a small effect on their intention to purchase (Bellman *et al.*, 2011).

All of the above characteristics will have an impact on success measures; consumer attention, behaviour and costs ratio (Dickinger *et al.*, 2004). The mobile user may act on the ad immediately, or forget about it. Getting their attention and maintaining it can be a difficult undertaking. In order to increase action, marketers should make it easier for the consumer by including a link to click on or a phone number to call. A basic call to action will stimulate consumer behaviour. Similar to traditional measures for mass media, cost per thousand or cost per click ratios allow the campaign to be measured against the cost of running it (Dickinger *et al.*, 2004). While all the above independent variables will individually affect the success of a MM strategy, the cost of it will ultimately determine future activity.

2.6 Mobile Marketing Strategies

Barwise and Strong (2002) identified six main strategies for MM. These are: brand building, special offers and discounts, timely media teasers, product/service/information requests, polls/voting and competitions. These six strategies are extensively cited (Okazaki and Barwise, 2011; Roach, 2009; Priporas and Mylona, 2008; Bamba and Barnes, 2007; Unni and Harmon, 2007; Leppäniemi and Karjaluoto, 2005a; Nysveen *et al.*, 2005; Smutkupt *et al.*, 2005; Barnes and Scornavacca, 2004; Dickinger *et al.*, 2004).

2.6.1 Brand Building

Few studies have been conducted on the use of mobile for brand building. This may be because the use of MM for pure brand building has been less common than some other forms of marketing. This assumption is supported by the much lower number of brand building messages compared to direct response/promotional messages encountered during studies (Smutkupt *et al.*, 2005; De Reyck and Degraeve 2003; Barwise and Strong 2002), especially when looking at SMS as a MM tool.

De Reyck and Degraeve (2003) found that when asked to give quality ratings to messages, consumers generally rated brand building messages much lower than promotional messages. Furthermore, research conducted by Okazaki *et al.* (2007) suggests that both attitudes toward the brand as well as attitudes toward mobile advertising itself may impact consumer recall of a campaign, especially in the case of non-durable goods and services.

Although not limited to brand building, Barwise and Strong (2002) noted that several campaigns encountered utilised an element of time sensitivity (Dickinger *et al.*, 2004). For example, a campaign run by Carlsberg was sent to adult males at 10.30 p.m. on a Friday night: 'Pulled? If Carlsberg ran a nightclub you'd have pulled by now, probably….' The message is timed to coincide with the most likely time for young men to be in a night club situation. It also employs humour, consistent with other Carlsberg advertising, in order to boost entertainment value for recipients. In addition Enpocket, cited by Barnes and Scornavacca (2008) claim that text messages are 50 per cent more successful at building brand awareness than TV and 130 per cent more successful than radio.

2.6.2 Special Offers and Discounts

Special offers and discounts are marketing communications through the mobile channel that are designed to create awareness of offers that are available to the consumer. These are normally time limited and may be pre-existing, targeted at a group of consumers or personalised (Bamba and Barnes 2007; Leppäniemi and Karjaluoto, 2005a; Dickinger *et al.*, 2004). Unni and Harmon (2007) use the example of Reebok sending out a location specific message that offered a free pair of athletic shoes to the first person to arrive at a nearby store and display the message.

MM is often regarded as intrusive. However, special offers may serve to lessen negative consumer attitudes towards it (Hanley and Becker 2008; Peters, Amato and Hollenbeck 2007; Vatanparast and Asil 2007; Trappey and Woodside 2005). The MMA also recommends offers to be of a high perceived value to the consumer and, where possible, be unique to mobile (MMA, 2007). The Visit Dublin app sends user's special offers for retailers,

restaurants and tours. Users must simply show the voucher on their mobile phone to redeem the offer (Fáilte Ireland, 2012).

2.6.3 Timely Media Teasers

A teaser is used to entice an audience by giving them a short preview of something much bigger to come with new product launches. Utilising SMS for media teasers allows marketers to accurately time their campaigns to ensure alignment with a particular launch or offer (Okazaki and Barwise, 2011). The Evening Standard, London's main local newspaper, used timely media teasers to encourage purchase by sending messages which included a call to action, 'see tonight's Evening Standard for 'walking times' map of key routes in London' (Barwise and Strong, 2002).

2.6.4 Product, Service and Information Requests

When examining the drivers of SMS acceptance, Merisavo *et al.* (2007) found that the usefulness and context of a message played a role in consumer's attitudes towards the message (Roach, 2009). Barwise and Strong (2002) use the example of Interflora sending a reminder or prompt to consumers which also aims to encourage purchase. 'Have you remembered Mother's Day this Sunday? It's not too late to say it with flowers, just call Interflora on 0870 904 7474' (Nysveen *et al.,* 2005). Notifications can also be sent to smartphones via mobile apps relating to social media, weather or news updates. It is up to the mobile device owner to decide how frequently these messages are received and if they are pushed or pulled.

2.6.5 Polls and Voting

Asking consumers to vote for their preference via their mobile phones using SMS technologies has become an integrated part of modern TV viewing today. The MMA (2008b, p. 39) defines SMS to TV as 'an interaction between the TV Broadcaster and mobile subscriber where the mobile subscriber texts in a message/vote which is either displayed on TV screen or affects outcome of the program being aired'. With the increase in reality TV shows whereby one person/act is voted off each week such as The X Factor, viewers are asked to text in and vote for those they wish to save from elimination. Lottery company, Camelot also use MM by sending messages such as 'Would you like to play the National Lottery using your mobile? For further details text back YES. U 16s cannot play' (Barwise and Strong, 2002).

2.6.6 Competition and Sweepstakes

Competitions or sweepstakes conducted through the mobile channel are a direct response tactic to encourage a timely opt-in response from consumers. These normally offer consumers a chance to win a prize by texting an entry message to a given short code, calling a given voice number or replying to an SMS invitation. Competitions that require the consumer to send a text message to enter are usually referred to as Text Back, Text'n'Win or more commonly Text2Win competitions.

Barwise and Strong (2002) found that the average response rate for SMS competitions was thirteen per cent. However, respondents in this study had been financially encouraged to receive MM messages. Furthermore, they discovered that those competitions requiring

entrants to visit a website or enter large amounts of text were less successful than those requiring a simple response. These results are supported by Park, Shenoy and Salvendy (2008) who observed that an SMS campaign run by a popular UK music channel received a similar 13 per cent response rate. In this case the campaign was very relevant as it was targeted at existing viewers who were encouraged to continue watching programmes for the chance to win prizes.

Both of these studies involved an audience already engaged with the message source by agreeing to take part in a study or by being an existing viewer or consumer of the music channel. It is therefore possible that response rates in general may be somewhat lower. This is also indicated by Trappey and Woodside (2005) who found that competition response rates in their study averaged at just over five per cent.

It appears that premium rate SMS competitions attract substantially fewer participants than the average for general SMS competitions. Leppäniemi and Karjaluoto (2008) reported that in an online survey 52.8 per cent of males and 62.4 per cent of females claimed to have participated in SMS competitions during the preceding six months. This suggests that participation rates are growing. Millward Brown Lansdowne conducted a survey on behalf of ComReg (The Commission for Communications Regulation) of around one thousand Irish consumers. During the survey they were questioned on their use of premium rate mobile services. It was discovered that 73 per cent of respondents had used these services in the past year, 30 per cent had used them to participate in premium rate SMS competitions and 25 per cent had used them to participate in premium rate voice call competitions (ComReg, 2009). Although income level did not appear to have a significant impact on the likelihood of participation, slightly more unemployed (five per cent) compared to employed respondents

claimed to have entered competitions (ComReg, 2009). Leppäniemi and Karjaluoto (2008) research findings also suggest that a status of unemployment was associated with participation in SMS sweepstakes and other such competitions.

2.7 Mobile Marketing Benefits and Challenges

Personalisation is the most popularly cited significant benefit offered to brands that embark on a MM campaign (Friedrich *et al.*, 2009; Krum, 2010; Laszlo, 2009; Trappey and Woodside, 2005). Mobile phones are a distinctly personal device and therefore messages and dialogue should and can be uniquely tailored for individual consumers. By delivering relevant information, a brand can move its customer relationships to a new and deeper level. Add to this the location and time sensitive components and MM can provide mobile phone owners with the opportunity to take advantage of offers or discounts based on their precise location at exactly the right time. Providing users with time-sensitive alerts or information allows them to run their lives in a more efficient manner because of an interaction with a brand. This results in increased brand satisfaction, which in turn leads to favourable brand association (Smutkupt *et al.*, 2010). Mobile apps allow consumers the opportunity to interact with a brand whenever they want. Having the logo on their screen may encourage them to engage with the brand more often than usual, and on their own terms (Alternatives, 2012; Fáilte Ireland, 2012).

The mobile medium has offered companies an additional channel through which to build on their relationship with customers. CRM has been identified as one of the four main mobile communications tools (Leppäniemi and Karjaluoto, 2008) that can reach out to consumers. mCRM and its benefits are discussed further in section 2.8.

Should conditions not be suitable as outlined by Dickering *et al.* (2004), the success factors can transform into limitations. Marketers employing mobile related channels alone may not see effective results. It is recommended by Smutkupt *et al.* (2010) that MM is integrated into multi-channel marketing campaigns such as TV, print or radio in order to enhance brand awareness. Thus just developing an app is not a sufficient strategy, a promotional campaign must also take place to encourage downloads. Similarly if marketers replicate their mass marketing messages used on print advertising on mobile, without any consideration for personalisation or interactivity, mobile ads will be cluttered, irritate customers and lead to campaign failure (Tahtinen, 2005).

Ensuring MM is integrated into the overall marketing communications strategy is another challenge for managers. Social media tools such as Facebook and Twitter are now a daily part of a mobile user's life. Fáilte Ireland (2012) recommend that when a mobile platform is developed, it should be promoted using all other channels such as social media, through a website, via an email campaign or by using traditional PR channels.

Trappey and Woodside (2005) and Krum (2010) compare MM to direct marketing, stating that the same advantages of measurability, precision, customisation, personalisation and targeting apply to SMS marketing. Trappey and Woodside (2005) then present the similar disadvantages which relate to consumer privacy, irrelevance and inappropriateness of massages, timeliness and information overload. The literature cites consumer privacy concerns as one of the biggest challenges associated with MM (Smutkupt *et al.*, 2010; Fouskas *et al.*, 2005; Trappey and Woodside, 2005). Intruding consumers' mobile phones with irrelevant messages that are unwanted and irritating raises concerns about consumer acceptance and trust in MM. In order to avoid spam overload, it was recommended, and is

now a standard code of practice, to receive permission from the consumer to send them marketing messages. This means companies are only contacting consumers who have given consent, those who actually want to engage with them. Smutkupt *et al.* (2010) explain that this requires a sophisticated management strategy to consistently acquire permission from the target audience and so increases the cost of a MM campaign. Technical aspects can also be challenging in MM. Understanding how the mobile infrastructure works, the different types of mobile devices and platforms available, keeping up with emerging applications and generating interactive content are timely and costly activities (Laszlo, 2009; Fouskas *et al.*, 2005).

Okazaki and Taylor (2008) identify and explore four primary constructs that are associated with a firm's intention to adopt the use of mobile advertising: the ability to build the brand; the ability to engage in location-based marketing; the overall concerns regarding privacy and security of SMS messages and; the ability of the technological environment to facilitate SMS advertising. Their findings further highlight that if challenges can be addressed and benefits can be achieved then there is solid evidence that firms are willing to adopt SMS as a branding medium.

2.8 mCRM

In addition to the strategies discussed earlier, MM is also used as a CRM tool. MM can be used to build and improve relationships with existing customers by enhancing brand awareness and creating a one-to-one dialogue. mCRM strategies may involve loyalty, customer retention schemes or sales support programmes (Lee and Engleman, 2012; Sinisalo *et al.*, 2005) which offer a plethora of benefits to marketers.

CRM's origins can be traced back to Levitt's work on Relationship Marketing, which suggests building and maintaining a network with individual customers for the mutual benefit of both sides (Shani and Chalasani, 1992). Sinisalo *et al.* (2005) define CRM then as an on-going process integrated at every area of the business aimed at building and maintaining a profit maximising portfolio of customer relationships. Strauss and Raymond (2001) separate the CRM process into three parts; the first is to identify the customer; the second is to differentiate or segment customers based on some variable; and the third is to customise offerings for the segments or individuals. The CRM process is therefore closely aligned to the marketing process of segmentation and targeting.

After much discussion about the definition of mCRM, Sinisalo *et al.* (2007, p. 774) define it as 'communication, either one-way or interactive, which is related to sales, marketing and customer service activities conducted through the mobile medium for the purpose of building and maintaining customer relationships between a company and its customer(s)'. They go on to note that while the mobile medium acts as just another platform for CRM it actually hosts some unique characteristics compared to traditional CRM mediums. These unique characteristics are similar to those earlier presented by Barutçu (2007): personalisation, interactivity and flexibility. Similarly, Smutkupt *et al.* (2010) suggest four attributes that make the mobile medium perfect for CRM: ability to offer personalised content, ability to track consumers across media, ability to provide a service when the customer needs it and ability to offer content with highly engaging characteristics. These characteristics should be acknowledged when undertaking mCRM and utilised to avoid reversing the benefits (Sinisalo *et al.*, 2007).

Overall, mCRM performs the same function as traditional CRM through the use of the mobile channel and can be used complimentary, supplementary or as a substitute to other channels. In order to incorporate mobile effectively into a company's CRM strategy a customer database needs to be in place. In addition, a permission database may be gathered solely for mCRM. However, in order to avoid irritating customers, the basic database should be extended to include demographic, psychographic, and behavioural and socio behavioural data which will allow the individualisation and tailoring of mobile communication according to consumer needs and wants (Sinisalo *et al.*. 2007).

According to Leppäniemi and Karjaluoto (2005a) an increasing number of companies are using targeted, more personal media in place of mass marketing media as a communication channel with their customers. Due to the personal nature of mobile phones, MM is perfectly suited to be used as a CRM tool.

Leppäniemi and Karjaluoto (2008) identified five categories of mCRM. These are; the customer service category (includes solutions such as alerts and reminders, check-in services, mobile ticket purchases and content catalogue), the mobile commerce category (includes mobile banking and brokerage, mobile payments, bidding and mobile betting and gambling), market research (such as conducting surveys or polls through SMS or mobile internet), Mobile community (solutions serving a dual purpose as a promotional tool but also as a way to keep up to date with the brand e.g. a local voluntary group) and Corporate solutions (M2M solutions i.e. mobile data communications between machines and mobile workforce solutions such as remote access to the intranet. Clickatell (2008) propose eight mCRM programs which include: sales quotations; confirmations; reminders; alerts; voting or short surveys; subscriptions; greetings; interdepartmental communications.

While MM as a CRM tool is a part of the marketing program, it is distinct in that it is focused on customer care/loyalty programs which are aimed at retaining and increasing the engagement and lifetime value of existing customers (Okazaki and Barwise, 2011). In contrast mobile advertising is predominantly used to acquire new customers.

2.9 Mobile Marketing and the Consumer

Examining literature which focuses on the consumer in MM is necessary in order to understand how well it has been accepted and other such factors which will either deter or promote growth in the MM industry. Insight Express cited by Laszlo (2009) have created three broad segments of consumers based on their use of advanced mobile features. The segments identified are mobile traditionalists, who use their mobiles for voice calls and text messages; mobile wannabees, who have tried some advanced features and are interested in using more and; mobile pioneers, who forge ahead using advanced mobile features such as internet, application and video. A survey conducted by Eircom (2013) reveals that Irish consumers now have a desire to stay connected 24/7. The Irish are labelled a 'tech savvy nation' with tablets and smartphones now becoming the must-have digital device. They comment that the older generation of Irish consumers are of the opinion that the art of conversation has been lost, however the younger generation believe the conversation continues, but in a different way.

2.9.1 Acceptance of Mobile Marketing

Given the wealth of information that can be obtained, gaining the consent of consumers is essential and their privacy must be respected. Consumers want to retain control of these personal devices that have come to play an essential role in their lives. It has now become a case of ceding this control to consumers and gaining permission from the consumer to communicate with them (Cleff, 2007). Permission based MM can yield benefits for both the consumer and company. The more relevant direct marketing is to consumers the more likely it is to be successful. The mobile channel is a perfect medium for this purpose as it allows for personalisation of messages. The unique proposition of MM is that it allows marketers to reach customers where they are and to target their immediate and specific needs. Organisations of all types and sizes can create successful campaigns using mobile technology without breaking the bank (Dushinski, 2009).

Huang (2012) found that acceptance is a critical factor in determining the success of MM. They claim that 'acceptance of a concept or idea means people believe such a concept or idea is correct consciously or subconsciously' (Huang, 2012, p. 93). If MM is not accepted then it will be considered unsuccessful, therefore ensuring acceptance is important. A number of studies have argued that the success of MM is directly related to the acceptance of the mobile phone itself (Bauer *et al.*, 2005; Barnes and Scornavacca, 2004; Dickinger *et al.*, 2004). Bauer *et al.* (2005) examine the acceptance of SMS advertising using a structural equation model and a large sample; they found that the factors which affect attitudes towards MM are: customers attitudes in general towards advertising; perceived utility; perceived risk; consumer's knowledge about the technology and social norms that affect their behaviour.

Bauer *et al.* (2005) state that trust is a prerequisite in gaining consumer acceptance of MM. Barnes and Scornavacca (2004) also point toward evidence that suggest the three variables influencing acceptance are the user's permission, service provider control and brand trust. How well the brand is known by the consumer may also influence acceptance. The results of their research have been confirmed by Carroll *et al.* (2005) who examined content and personalisation also. Both studies show a preference towards the network operators becoming the definitive media owners. Trends have been seen like this recently in Ireland, where mobile operator O2 provide a mobile media direct messaging service for brands (O2 Media, 2013). However there is little research available about consumer acceptance of MM in Ireland.

2.9.2 Attitudes Towards Mobile Marketing

The Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975) is cited on a number of occasions in MM literature (Maity, 2010; Xu *et al.*, 2009; Tsang *et al.*, 2004). This theory has been applied to explain user behaviour regarding the adoption of technology by linking individual beliefs, attitudes, intentions and behaviour. The basic proposition of TRA is that an individual's behaviour is determined by their behavioural intention, which is influenced by the individual's attitude towards the act and the social norms (Bauer *et al.*, 2005). Thus an attitude is defined as the individual's internal evaluation of their beliefs. Studies have shown that if consumers are provided with an incentive their attitudes towards MM may be altered (Barwise and Strong, 2002). Similarly if there are benefits associated with MM such as entertainment or information, MM may be perceived more favourably (Amin *et al.*, 2011). In general terms of advertising, attitudes have long been found to be somewhat negative (Amin *et al.*, 2011; Xu *et al.*, 2009), thus mobile marketers are presented with this challenge from

the outset. However, Okazaki *et al.* (2007) interestingly highlight that the goal of the organisation should not be to form favourable attitudes toward MM, but to form favourable attitudes towards the marketed brand. They cite Delgado and Munuera (2001) when pointing out that 'trust is one of the most important factors affecting the creation of brand value' (Okazaki *et al.*, 2007, p. 3). Trust is defined by Barnes and Scornavacca (2008, p. 408) as a 'willingness to rely on an exchange partner in whom one has confidence'. They purport that high levels of trust will increase an individual's willingness to accept MM. Okazaki *et al.* (2007) go further to suggest there are two different constructs of trust in MM, brand trust and mobile advertising trust.

2.9.3 Permission Based Mobile Marketing

Barnes and Scornavacca (2004) claim that by combining time, location, information and personalisation we can understand that permission is one of the most important issues in MM. Their view of 'permission marketing' addresses issues relating to spam or 'interruption marketing'. They suggest that organisations develop long term relationships and create trust with consumers instead of annoying them with undesired information and cite Bayne (2002) claiming that 'asking for a customer's permission is better and easier than asking for forgiveness'. But if consumers believed that MM might lead to similar spam problems that currently exist in email marketing, then this might affect their likelihood to accept the new channel in the first place (Standing *et al.*, 2005).

Factors affecting consumer permission have been classified into two categories by Amin *et al.* (2011), unconscious factors and conscious factors. Unconscious factors include attitudes and knowledge and conscious factors include relevance, control over opt-in and brand

familiarity. Jayawardhena *et al.'s* (2009) conceptual model examines the influence of four antecedent factors on consumers' willingness to take part in permission-based MM. The four antecedent factors are: personal trust, institutional trust, perceived control and experience. They find that institutional trust, i.e. the wider trust of the consumer including legal, cultural, political institutions, clubs, associations and the media, is the most important antecedent of MM permission.

Gaining permission from a customer to contact them with marketing communications is referred to as opt-in MM (Huang, 2012; Jayawardhena *et al.*, 2009). This can be done in the form of a contract which is mainly divided between online and SMS based versions (Barnes and Scornavacca, 2008). In parts of Europe, including Ireland, it is a requirement that organisations seek permission from consumers before including them in any MM campaign (The European Union, 2013). To investigate factors affecting the consumer's decision to opt-in to a MM campaign, Barnes and Scornavacca (2008) develop a broad set of criteria which should be considered by marketers before activating a MM campaign and includes: message context, social influence, message brand, message characteristics, preferences over channel complementarily, message value and operator control. They analyse this against the survey's demographic information and report that it is crucial that managers understand the differences between demographics across the decision making criteria. Their findings suggest a need for targeted opt-in MM campaigns.

2.9.4 Privacy, Laws and Regulations

Spam, or undesired messages sent to the users mobile device can have a very negative impact on the consumer's opinions towards MM. Many publications have addressed the issue of

privacy surrounding MM and suggest the need for codes of conduct by professional associations or the development of legislation by the government (Wetherall *et al.*, 2011; Krum, 2010; Varnali and Toker, 2009; Bamba and Barnes, 2007; Cleff, 2007; Leppäniemi and Karjaluoto, 2005a; Chaffey, 2003). Privacy is defined by Chaffey (2003, p. 146) as 'the right of an individual to control the information held about them by third parties'. The main issues surrounding MM and privacy in terms of violation include the collection of demographical information, purchase data disclosure and context, browsing history, physical location (Bamba and Barnes, 2007). Cleff (2007) highlights that privacy is a complex concept in MM. What is an acceptable use of private information to one consumer might be completely unacceptable to another because they differ in their tolerance levels. Quite frequently consumers are providing organisations with information about themselves unknowingly and once this data is used without the consumers consent, privacy is clearly compromised (Cleff, 2007).

Meanwhile, Garau and Ranchhod (2009) point out that the consumer is often portrayed as the victim who has to be protected and comment that they too should have some responsibility in the protection of their own privacy rights. They cite Margulis's (2003) explanation that privacy does not simply mean not disclosing any information to marketers, but rather a selective disclosure of personal information by the consumer. Wetherall *et al.* (2011) suggest that it is a personal choice and that users should make their own informed decisions that fit around their own privacy concerns, rather than a one-size-fits-all kind of privacy for all users.

According to Varnali and Toker (2009, p149), when engaging in MM it is important to pay special consideration to privacy laws and regulations as 'it is device and technology dependant, which allows identification of individual users and poses threats to privacy and

security of personal information'. The MMA (2011) provides mobile advertising guidelines and recommendations on best practice use of the mobile media channels mobile web, messaging, apps and mobile video and TV. Consumers can openly let a company know that they are willing to participate in MM by giving permission to receive marketing messages; in turn this drastically improves the success of such messages (Standing *et al.*., 2005).

Additionally, the MMA endorse and promote a 'Global Code of Conduct'. Its members are asked to comply with the 'the code' as they represent best practice ensuring that consumers are protected from unwanted communications on their mobile devices (MMA, 2008a). The code has six principles that cover basic privacy concerns and are often referred to as 'the six C's of privacy' (Krum, 2010; Leppäniemi and Karjaluoto, 2005a) are: choice (MM is acceptable only to consumers that opt-in to receive it), control (consumers who opt-in must have any easy way to opt-out of all MM), constraint (consumers should be able to set limitations on messages received), customisation (analytical segmentation tools will help advertisers optimise message volume, ROI and relevancy to the consumer), consideration (consumers must perceive value in any MM campaign) and confidentiality(privacy policies must be aligned between the carrier and the brand). While there is no enforcement by a third party, mobile marketers are expected to use their own in house evaluation of campaigns to prove their compliance with the code.

In 2002 the European Union approved a new directive to establish standards for the processing of personal data and the protection of privacy in the electronic communications sector (The European Union, 2013). This directive was implemented into Irish law in 2003 and then amended in 2008. In Ireland, the Data Protection Commissioner enforces this legislation which addresses issues surrounding security, privacy and direct marketing over

telecommunications networks. ComReg are a statutory body in Ireland who are responsible for the regulation of the electronic communications and postal sector. As well as opt in laws, Irish law dictates that an opt-out option must be given to all consumers receiving MM (The European Union, 2013).

2.9.5 Demographic Factors

Barnes and Scornavacca (2004) suggest that the nature of the mobile device user, in terms of characteristics such as age, education, socio-economic group, cultural background and so on, are likely to influence how MM is processed. They say that the ability to personalise content is enhanced by capturing consumer data. Having access to information about your consumers they claim allows the process of tailoring messages to individual consumers to become practical and cost effective.

Some MM literature suggests that a consumer's gender can influence how MM is accepted. Leppäniemi and Karjaluoto (2008) and Trappey and Woodside (2005) both find in their research that gender has a great impact on consumers' responses to SMS advertising and mobile service usage. Their results show that women are more actively involved with mobile media than men are and that women tend to participate more actively in mobile competitions and respond more to SMS call to actions. They suggest that MM campaigns directed towards females are designed differently than those towards males. Okazaki *et al.* (2007) however suggest that differences in gender effects with regards to MM trust, attitude and recall are not significant enough to justify more targeting of women. While they found that females are more likely than male counterparts to perceive stronger trust in MM, this could relate to cultural impact given their study took place in Japan. Barnes and Scornavacca (2008) found

that female respondents had significantly less brand trust and preferred message value and information in particular, in terms of what criteria they consider important when deciding whether to opt in to MM. In their study of consumers' intention to use mobile chat services, Nysveen *et al.* (2005) found that the female intention is driven by intrinsic motives such as enjoyment, fun and social dimensions and that men's intention is influenced by extrinsic motives such as perceived usefulness. They reported no major differences across genders in ease of use and attitudes. Jayawardhena *et al.* (2009) also report that both genders have similar dispositions towards permission in MM. There appears to be different opinions as to whether gender has an effect on MM acceptance, therefore making it an important variable for examination in this study.

Age has been proven to be another important demographic variable in the context of MM. Laszlo (2009) suggests that mobile usage shows a very strong skew towards youth. This claim is supported by Grant and O'Donohoe (2007) whose research confirms the universal appeal of mobile devices to a youth audience in citing Haste's (2005) findings that 77 per cent of 11-21 year olds 'could not bear to be without' their mobile device. They recommend that commercial organisations must take into account that the mobile phone represents a 'friend in the hand' to young consumers rather than the 'brand in the hand' perspective they visualise. Thus marketers should try to come up with novel ways to nurture that potential friendship. Amin *et al.* (2011) claim that because younger consumers are more tech savvy, they will be more receptive to MM and that SMS is the young consumer market's preferred way to communicate because it is convenient, useful and easy to use. Roach (2009) states that researchers have found younger consumers are accepting of MM. They suggest this is closely linked with the generation Y's overall fascination and familiarity with mobile devices compared to other age groups. However an earlier study by Trappey and Woodside (2005)

thought that SMS text messaging was becoming more popular with older age groups. The study claims that their usage increases alongside the need to keep in touch with younger relatives and also they have become more receptive to interactive TV programmes which use SMS to engage with their audiences. Both Haghirian *et al.* (2005) and Brackett and Carr (2001) report that age does not have any influence on consumers perceptions of MM or on the perception of advertising value. Leppäniemi and Karjaluoto (2008) however found that age does affect consumer responses to MM campaigns. They found that consumers aged between 36 and 45 were most likely to send an SMS to a TV show or advertisement and participate in SMS sweepstakes and other competitions. They also highlight that consumers under the age of 20 were the most likely to order mobile services such as ringtones, screen savers and logos using SMS. Evidence surrounding the effect of age on knowledge of privacy law is mixed (Dommeyer and Gross, 2003). Gurau and Ranchhod (2009) found that respondents' awareness of privacy protection legislation is influenced by their age, with younger respondents showing a lack of knowledge and18-25 year olds reporting the highest level of awareness. Some studies have also found no correlation between age and MM acceptance (Phelps, Nowak and Ferrell, 2000); this therefore becomes an important variable to test in this research.

Research conducted in Ireland by Púca (2011) is summarised in table 2.1 and suggests that smartphone ownership in Ireland is highest amongst 18-44 year olds. The same study found that 78 per cent of all respondents had downloaded a mobile app on their smartphones and peaked among 18-34 year olds. In terms of sharing their location with brands via their mobile device, 28 per cent had no problem in sharing so long as their data was secure, however 27 per cent of respondents did not want a brand to know their location.

To summarise, research about the effect of age on MM to date has shown a skew towards heavier adoption and use by younger consumers. Some literature suggests that older consumers are becoming more involved in MM, though perhaps reluctantly to begin with. The consumer's age has proven to be an important variable for marketers when considering MM, hence its examination in this study.

Table 2.1 Summary of Smartphone Ownership and Attitudes Findings (Púca, 2011)

	Age					
	All	18-24 years	25-34 years	35-44 years	45-54 years	55+ years
Smartphone Ownership	54%	59%	63%	56%	41%	43%
Downloaded Apps	78%	83%	83%	77%	78%	60%

Leppäniemi and Karjaluoto (2005b) highlight a lack of research which is focused on other demographic variables such as income and education and employment status; they suggest that given the growing importance of MM and strategy, these variables should be examined in future research. They suggest that a status of unemployment was associated with participation in MM. Research by Sarker and Wells (2003) found that a limited budget is a barrier to adoption of mobile phone usage; however Leppäniemi and Karjaluoto's (2005b) report their research does not support this claim. In general people with less education and a lower income report a more favourable attitude toward advertising (Shavitt *et al.*, 1998). In addition, Barnes and Scornavacca's (2008) found that the higher income group's valued brand loyalty, message uniqueness and information value in MM, they also claim that message context was preferred less by higher income groups.

2.10 Mobile Marketing Best Practice

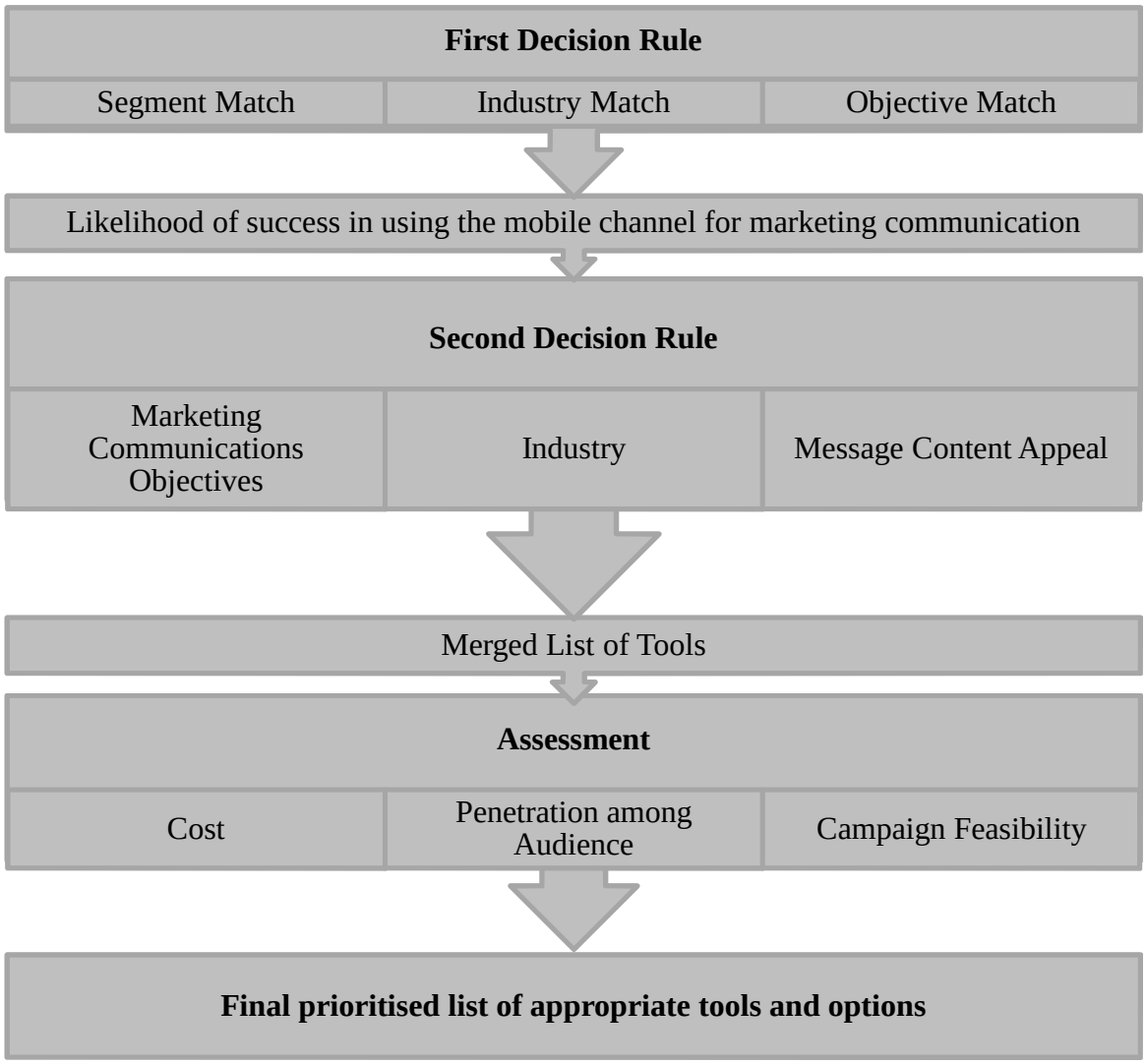
While MM has been cited as the marketing medium for the future, different aspects and tools will suit different organisations better. An SME employing fewer than ten staff may see its larger competitors launching smart apps and believe they should follow suit, however they may not have the necessary financial resources or capabilities to do so. Friedrich *et al.* (2009) suggest that marketers answer a set of daunting questions before beginning a MM campaign; these questions address issues surrounding the genuine value created for consumers, alignment with the brands core values, the economic significance and capabilities of the business to provide the mobile service. They claim that businesses best suited to the mobile channel are those with strong presence in their consumer's everyday lives, those with an intense emotional attachment. Econsultancy (2011) similarly pose five questions for an organisation considering MM; what are your objectives? Which MM channel will be best for your business? Who will be responsible? How much money is needed? What kind of response rates do you expect? Okazaki (2005) proposed three key managerial factors in establishing a mobile-based business model: branding strategy, location based services and service costs. Smutkupt *et al.* (2010) however criticise attempts made to evaluate the marketing implications of the mobile medium using analytical frameworks. They claim these frameworks to be restricted and based only on one point of view; either that of the company or of the consumer such as those presented by Friedrich *et al.*, 2009, Anckar and D'Incau, 2002, Balasubramanian *et al.*, 2002 and Mort and Drennan, 2002.

Varnali and Toker (2009) established a best practice framework of MM by comprehensively reviewing previous studies. Overall, six strategic best practices emerged from the research. Firstly, MM messages need to be permission based, highly relevant, highly targeted, attention

grabbing, to the point, personalized and of value-added content. Second, the benefit/incentive provided by the mobile content should be instant and recognizable. Thirdly, security/privacy concerns of the mobile users should be well addressed. Fourth, mobile applications must be innovative, user-friendly, despite technological limitations of mobile devices, and be able to provide solutions for needs related with exclusive value propositions of the mobile medium. Fifth, mobile technologies are suitable for various industries and task-types, and successful implementation is likely to enhance efficiency and effectiveness of management and integration of the value chain. Finally, players of the mobile value chain should collaborate and co-operate to create synergy, and be ultimately consumer centric.

Mirbagheri and Hejazinia (2010) assessed 45 successful MM case studies based on the dimension of their conceptual framework for evaluation. They then present two decision rules (figure 2.2), the first is to help marketers decide whether they should embrace MM or not and the second rule helps them to identify which MM tools are best suited to their brand, its objectives and their industry. Looking at MM tools such as Bluetooth, mobile TV and video, apps, games and SMS they make suggestions for different industries such as food and beverage, apparel, shoes and accessories, health and the automotive industry. Previously, Friedrich *et al.* (2009) produced a six point checklist for mobile marketers seeking to execute a successful program. The six points include: develop a pipeline of content that bring the channel to life and keep its buzz, design customised content that reinforces the core brand values and engages targeted customers, review the business case and verify value-added components and benefits, align the configuration of the mobile service value chain with core business capabilities, pick a service provider whose offerings match your brands needs and finally launch branded mobile offerings with an orchestrated, high impact program.

Figure 2.2 Mobile Marketing Decision Rules (Adopted from Mirbagheri and Hejazinia, 2010)



In terms of educating the market about MM, a large number of agencies currently publish white papers with guides and best practice strategies for those organisations considering MM for their brands. In 2008 Clickatell presented '7 Simple Steps to Mobile Campaign Success', these steps cover objectives, budgets, targeting, strategy, call to action, copy and analysis. Guides such as these are read by agency customers and may be seen to simplify the MM procedure in order to obtain new customers for the agency themselves. Similarly Fáilte Ireland (2012), the National Tourism Development Authority in Ireland, produced a MM

guide for their industry, they suggest the MM strategy should consider customer needs, setting goals, determining the platform (budget), building the software and finally choosing a promotion strategy. They use examples of Visit Dublin, Food Spotting, Foursquare and Facebook to illustrate the mobile options available to brands.

2.11 The Future of Mobile Marketing

Crowd DNA (2013) predict 13 mobile trends for 2013. The leading UK agency predict that smartphones will reach the older, late majority and those even resistant to change, they say that one in four British will hand their older smartphones over to their parents when they receive a new one. They also forecast that the roll out of 4G (the fourth generation of mobile phone communications technology) will stay niche in 2013, but it will continue to grow. They say that mobile advertising will become more interactive through the use of video and augmented reality. The mobile wallet is on its way according to Crowd DNA, they claim that 76 per cent of consumers use their phones while shopping, this also highlights the current challenge presented to retailers in terms of users making price comparisons on their mobile phone while in store shopping. They also forecast the growth of tablets especially among younger age groups. Their first prediction however is that mobile strategy is a must have in 2013, with penetration rates growing at a fast rate and more consumers purchasing on their phones, it is imperative that all organisations think mobile in 2013.

2013 has also seen the release of Google Glass, a hands free smartphone with a head-mounted display. Consumers are not expected to be able to purchase these high tech devices until late in 2013; however the voice commanded hands free computer is forecasted to revolutionise MM (Google, 2013a).

2.12 Literature Review Conclusion

This chapter has examined the key disciplines of MM and has identified several of the research objectives for the primary research of this study. The literature has acknowledged that MM presents marketers with an interactive and personal medium through which they can build strong relationships with their customers. A plethora of MM tools are available for selection and allow for the tailoring of communications to individual customer segments. However literature suggests that these are yet to be fully exploited by organisations. Exploring how organisations are currently using MM will contribute to this area of research by identifying which MM tools are being exploited, how they are being implemented and which areas require improvement. This research will also identify gaps between what the literature recommends as best practice and the actual means of implementation by those using MM.

To conclude, mobile penetration in Ireland is exceptionally higher than the global average and research indicates that MM adoption is higher among younger consumers to date. Literature suggests that if demographics in MM can be fully explored, that information can help organisations to improve their targeting and overall MM campaign success. It is suggested that organisations should initially focus on the strategies available to them, overcome challenges associated with privacy, acceptance and permission and then they may earn the benefits of a truly personalised marketing medium. Investigating these areas with mobile consumers will make a contribution to the topic by providing additional depth to existing research findings. The next chapter introduces the research methodology, design and process.

Chapter Three: Methodology

3.0 Introduction

3.1 Research Design

3.2 Research Objectives

3.3 Qualitative Research Methodology

3.3.1 Data Collection Methods

3.3.2 Measurement Technique

3.3.3 Sampling

3.3.4 Analysis of Qualitative Research

3.4 Quantitative Research Methodology

3.4.1 Data Collection Methods

3.4.2 Measurement Technique

3.4.3 Sampling

3.4.4 Analysis of Quantitative Research

3.5 Methodology Conclusion

Chapter Three

Methodology

3.0 Introduction

A post-positivist epistemology has been adopted for this research using a pragmatic approach. The original form of positivism was focused on direct experience or observation by separating facts from values and presuming that the researcher and researched person were independent of each other (Bryman and Bell, 2011). Severe criticism led to post-positivist approaches superseding the traditional view. Post-positivists accept that the researcher's background knowledge, hypotheses and values can influence what is observed. They have a commitment to remaining objective and accept that evidence in research is imperfect and fallible. Their research aims to find the truth about something but accept that their study alone cannot do this, therefore by referencing other work researchers can move together towards a more confident conclusion (Robson, 2011). Pragmatism is focused on the link between theory and practice and provides a way to bring qualitative and quantitative approaches together (Creswell, 2008). Post-positivism is an appropriate philosophical underpinning for mixed methods studies of MM.

Mixed method researchers choose not to rely only on one approach for collecting and analysing data; instead they use both quantitative and qualitative data so they can provide triangulation and the best understanding of a research problem, thus a purpose for 'mixing' data must exist in the first place (Robson, 2011; Creswell, 2008). There are many criticisms of quantitative and qualitative research methods if used on their own. Qualitative research

relies on words, actions and records to understand research subjects and to discover patterns and trends and is criticised as a 'soft science', whereas quantitative research is condemned for taking a relatively small sample and attempting to generalise the findings across contexts (Silver *et al.*, 2013). The answer to these criticisms is to combine both methods into one study allowing sufficient measurement of a phenomenon. A similar approach was adopted by Bamba and Barnes (2007) who combined focus groups with survey research in their examination of permission based MM. Bryman and Bell (2011) suggest there is little distinction between qualitative and quantitative researchers other than the fact quantitative researchers employ measurement and qualitative researchers do not. By using mixed methods, all data collected in this research was triangulated and thus any limitations associated with a single method research design were overcome.

3.1 Research Design

In adopting both qualitative and quantitative methods the researcher used exploratory and descriptive research design frameworks. Hanson and Grimmer (2007) report that published triangulated research in marketing is extremely limited. Contrary to this, the researcher has adopted a sequential exploratory strategy to achieve triangulation of data. This involves undertaking primary qualitative research to first gain insight, followed by quantitative research with a large sample, thus allowing results to be generalised to a population. Harrison and Reilly (2011) found in their content analysis of journals, that an overwhelming majority of marketing studies employ sequential designs and cite Arnold and Reynolds (2003) as one example of 14 other studies where a sequential exploratory design was used.

The sequence of the researchers' strategy is divided into three phases; in depth interviews with Irish businesses, focus groups with Irish consumers, and finally online surveys with Irish consumers (Appendix E). These methods were deemed to be the most appropriate in achieving triangulation of data so that the researcher could effectively answer the research objectives.

3.2 Research Objectives

The researcher has developed three research objectives based on a full literature review of MM theory.

1. To explore the current use of mobile marketing by Irish businesses
    a. To identify why companies use mobile marketing.
    b. To discover what types of mobile marketing are currently being used across varied Irish businesses.

2. To investigate consumer attitudes towards mobile marketing
    a. To discover how trust, permission and privacy can affect consumer acceptance of mobile marketing.
    b. To explore how demographic factors affect consumer attitudes towards mobile marketing.
    c. To investigate the effectiveness of push versus pull mobile marketing strategies.
    d. To examine the adoption of mobile applications and the opportunities they present.

3. To provide a set of guidelines for the effective integration of mobile marketing into marketing strategy.
    a. To explore mobile marketing best practices in Irish businesses.
    b. To develop a set of guidelines for the effective integration of mobile marketing into a marketing strategy.

3.3 Qualitative Research Methodology

Adopting an exploratory research design allows the researcher to provide insights into and understand the research problem. Malhotra (2009) identifies the key characteristic of exploratory research as flexibility, thus allowing the study to follow new ideas or insights as they arise. This is paramount when researching an innovative and advancing trend such as MM.

Creswell (2008) indicates that qualitative research is exploratory and that it is useful when the researcher is unsure what the important variables to examine are. It tends to be an inductive approach so an understanding of the area emerges as data is produced, therefore interviewing seven managers as phase one of the study allowed for insights to be developed across multiple industries. Using focus groups for phase two allowed consumers to reveal their understanding of MM, while learning from other respondents at the same time.

3.3.1 Data Collection Methods

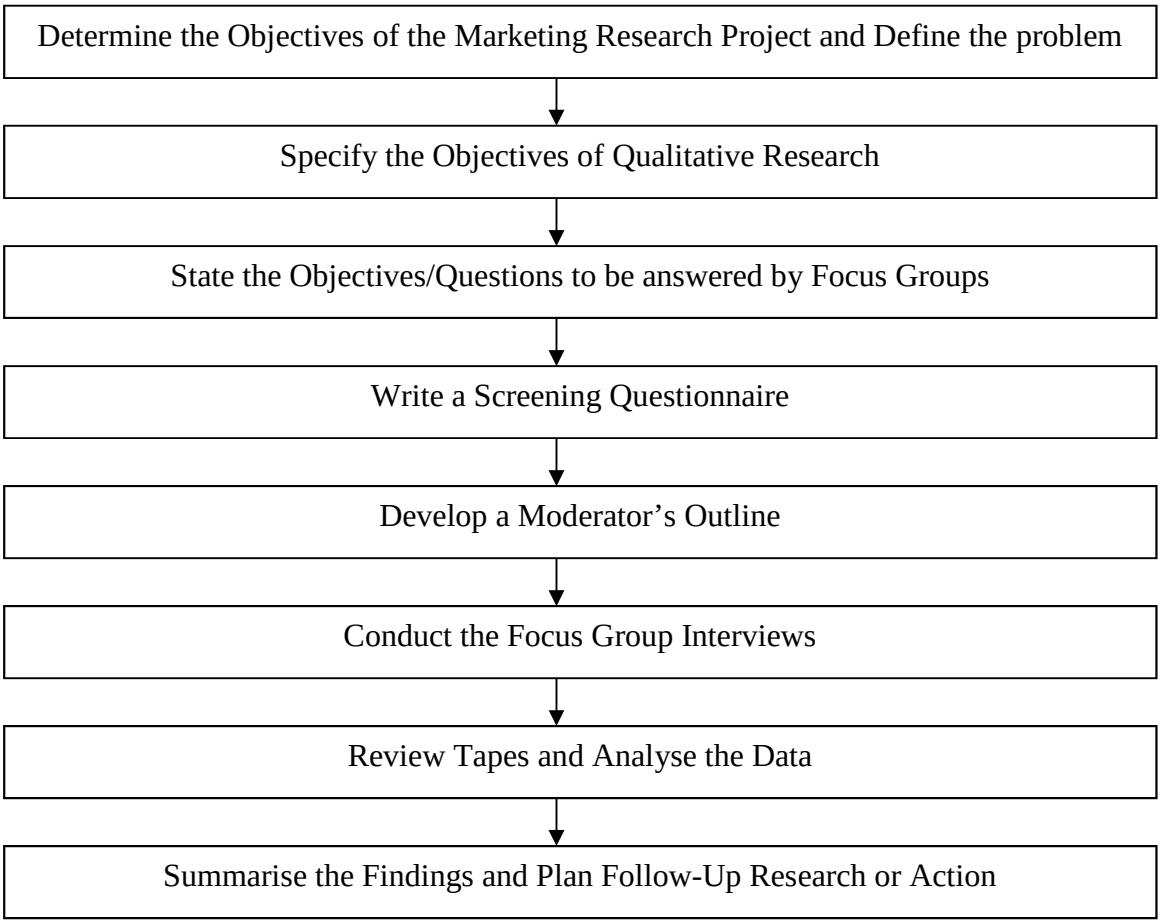
In phase one an exploratory research design was employed. The data collection method utilised was in-depth interviews which allowed the researcher to get a closer understanding of

why and how companies are using MM in Ireland. Data was collected from seven in-depth interviews with Irish managers who have engaged in a MM campaign (appendix A). Interviews were conducted with two industry experts, one manager from a national organisation and four SME managers. These took place at each of their premises in Ireland. Malhotra (2009) defines an in-depth interview as an unstructured, direct, personal interview with just one respondent who is questioned by a highly skilled interviewer to uncover underlying motivations, beliefs, attitudes and feelings on a topic which may be more difficult to obtain in a group setting. The researcher adopted a semi-structured approach for the in-depth interviews.

The case study method was not deemed appropriate for this stage of the research, because its findings would be confined to just one organisation and therefore would not allow for others to be considered in the development of guidelines. Focus groups were considered; however they could not provide the in depth information and level of complexity that only an interview could for this phase of the research (Robson, 2011; Malhotra, 2009). In addition in-depth interviews are more appropriate for interviewing executives about their managerial activity as they do not have a lot of time to offer researchers (Malhotra, 2009). In particular it would be extremely difficult to organise a group of executives to be in one place at the same time. This type of interview also meant that an understanding of complicated decision making patterns or behaviours could be explored, which is not easy to do in a group format or through observation. There is also no pressure on the respondent to conform to a group response and a direct engagement and rapport between the researcher and respondent can be achieved to help to build empathy (McDaniel and Gates, 2010; Malhotra, 2009).

In order to explore consumer attitudes towards MM phase two collected data through the use of focus groups. This allowed the researcher to explore attitudes and acceptance of MM by stimulating a richer source of information through spontaneous discussions. Data was collected by conducting three focus groups segmented by age category statistics from the Irish census of population in 2011 (CSO, 2013a). There were eight participants in the 15-24 years and 45+ years' groups and nine participants in the 25-44 years group. Each focus group was led by the researcher in a conference room at either a local hotel or resource centre (See Appendix A). Silver *et al.* (2013) and McDaniel and Gates (2010) purport that focus groups are much more than merely question and answer interviews - the interaction associated with the group dynamics are what sets them apart. These group dynamics are what stimulate responses from one respondent to the next; thereby yielding more information than if the same people had contributed individually. Exploring an innovative marketing trend through the use of focus groups is wholly relevant to this research because the group pressure helped to challenge respondents and kept their thinking realistic (McDaniel and Gates, 2010). Focus groups are also said to help generate hypotheses which can be later tested using descriptive research methods (Silver *et al.*, 2013). In addition, Threlfall (1999) claims that focus groups are most appropriate for consumer use in the study of attitudes and cognition subject matter. An attitude 'is an enduring organisation of motivational, emotional, perceptual and cognitive processes with respect to some aspect of a person's environment' (McDaniel and Gates, 2010, p. 332). For these reasons, and the cost and time associated, focus groups with Irish consumers were deemed appropriate at this stage. Malhotra (2009) presents a procedure for planning and conducting focus groups which was utilised for this research (Figure 3.1).

Figure 3.1 Procedure for Planning and Conducting Focus Groups



(Malhotra, 2009)

3.3.2 Measurement Technique

Interviews are the primary source of information in phase one. The purpose of the interviews was to find out about the use of MM within Irish businesses. Such topics for conversation included; initiation, implementation, measurement, budgeting, evaluation, awareness of tools, consumer engagement, targeting, rules and regulations and best practice. A theme sheet is used in semi-structured interviews to serve as a checklist of topics to be covered however the sequence can be modified depending on the flow of conversation with the interviewee (Robson, 2011). With a theme sheet used to facilitate the discussion (see Appendix B), the

data was obtained using a series of themes for exploration A set of prompts were available to assist the interviewer should the interviewee need further clarification. The themes discussed corresponded directly with the research sub objectives and those which arose in the literature review.

In order to refine the instrument, as is recommended in marketing research (Blankson and Stokes, 2002; Dotchin and Oakland, 1994) a pilot interview was conducted on 21st February in order to identify any problems with the theme sheets wording or sequence. Some issues arose concerning the understanding of some questions, so amendments were made before the primary research was conducted.

Focus groups were employed during phase two in order to explore any demographic differences in attitudes towards MM based on those discovered in the literature review. A pre-screening questionnaire was initially used to ensure only qualified respondents were interviewed and that specific quotas were achieved (McDaniel and Gates, 2010). A similar theme sheet to that used in phase one (see Appendix C) was once again used to facilitate the discussion; the data was obtained using a series of questions and also a set of prompts to assist the interviewer should they be required. The theme sheet was divided into themes which corresponded directly with the research sub objectives and literature review. Each focus group length was between 60 and 80 minutes, thus conforming to the typical length of time for focus group proceedings (Parasuraman *et al.*, 2004).

Both interviews and focus groups began informally with a casual discussion about the research to build trust and once they begun the researcher relied on the respondent's memory recall to produce answers. Critical listening helped to improve the quality of the interviews

and focus groups and occasionally the interviewee required a higher level of engagement, through the use of examples, to produce results (Robson, 2011).

The interviews and focus groups were conducted throughout February and April 2013, thus allowing the researcher time to adequately prepare after a full literature review was complete. Each interview and focus group was recorded with a Dictaphone and later transcribed, with granted permission (see Appendix D); this aided the interviewer's critical thinking process and facilitated concentration on what was being said rather than spending time taking notes, which can be a slow and unreliable way of recording data (Arksey and Knight, 1999). Audio recording also demonstrated to the participants that their responses were important and would be a key attribute to the research.

3.3.3 Sampling

The population for the interview stage of phase one was defined as managers in organisations who had engaged in MM activity in the Republic of Ireland during 2012. Andreasen (2002) claims that it is often more desirable to seek particular respondents because their answers give a good indication of what the general population would say. Therefore a non-probability, judgement sampling technique was adopted for this phase. The sampling elements or respondents, were sampled directly, thus they make up the sampling frame for this research. Non-probability sampling is suitable for exploratory research because it does not seek to describe the characteristics of a population and therefore it requires the researcher to use their subjective judgement by drawing on academic theory and practice Andreasen (2002). Silver *et al.* (2013) emphasise that the aim of exploratory research is to generate

ideas, insights and better focus on a problem, hence using a non-random-respondent selection process is appropriate.

This phase explored MM using seven managers in organisations as an adequate sample size as proven in similar pieces of research which include Derler, O'Rourke and Stephens (2012), Campbell, Bennett and Stephens (2009) and Stokes and Bergin (2006). Judgement sampling was primarily employed to select the sample for this research through the researcher's own network, followed by snowball sampling based on advice from industry experts by requesting participation via a direct email. Silver *et al.* (2013) say that while judgement sampling can be subjective, using the knowledge and experience of a professional researcher can create a very representative sample. Of the seven managers chosen, two were expert representatives of the MM industry, one was an employee of a national organisation and four were managers in SMEs. All respondents had been or were employing MM techniques in their marketing communications at the time. The division allows for a balance in the analysis of the use of MM across a number of varied industries. While non-probability sampling is perceived as being subject to bias because it may not be representative, it is commonly used in exploratory research as it is not the intention of exploratory research to generalise responses and in this case the researcher believes those selected respondents are representative of the target sample and have provided useful information to answer the research objectives. Yates (1953) points to five criteria that are useful in evaluating sampling frames: adequacy, completeness, no duplication, accuracy and convenience. Chisnall (2005) says that no sampling frame is likely to satisfy all those requirements, but it provides a good standard on which to judge a frame and the researcher believes in this case, the frame passes Yates' criteria.

The population for focus groups utilised during phase two were defined by age category statistics from the Irish census of population in 2011 (CSO, 2013a). The three groups were 15-24 year olds, 25-44 year olds and 45 years and over. Two census categories were combined into one, 45-64 years and 65 years and over. Literature suggests that demographically mobile usage and acceptance of MM shows a very strong skew towards youth (Laszlo, 2009; Roach, 2009) therefore it was appropriate to group these older categories together. Respondents were selected using judgement sampling as this is a simpler technique for sample selection and data collection. While judgement sampling is reported to lack representativeness, the sampling method adopted in phase two is wholly representative, therefore judgement sampling has been deemed acceptable for focus groups (Malhotra, 2009). Silver *et al.* (2013) use focus group recruitment as an example of a judgement sampling process when arguing that representativeness depends on the skill, knowledge and insight of the one choosing the sample. Participants were selected according to their age and exposure to MM. All respondents gave full consent to take part in the research and each individual signed a consent form. The researcher obtained full Garda vetting to interview those aged 18 and younger. In addition verbal and written consent was gained from their parents or guardians.

3.3.4 Analysis of Qualitative Research

The findings from the interviews and focus groups conducted in phase one and two of the research have been documented, summarised and analysed in terms of the themes explored during the literature review and those which arose throughout each phase of primary research. The researcher has applied Kvale's six steps of analysis (1996) as a framework. This allowed for the text to be organised, for its meaning to be condensed and also it permitted the

researcher to interpret any implicit meanings. This framework was chosen because it is appropriate for qualitative research and is flexible enough to allow overlap or for some steps to be revisited. Examples of its use can be seen in research by Fullerton, McGettigan and Stephens (2010) and Campbell, Bennett and Stephens (2009). The areas highlighted in the theme sheet provided the basis for new themes to be uncovered during analysis.

The findings are presented using a narrative structuring style (Kvale, 1996), which entails the social organisation of text to bring out its meaning. It focuses on the stories told during phase one research and works out their structure and plots because this reduces the text and allows for expansion on the possible interpretations of those topics discussed during the interviews and focus groups. An example of this style can be seen by Campbell, Bennett and Stephens (2009) and Carr (2008).

3.4 Quantitative Research Methodology

A descriptive research design was employed for the third phase of research in order to determine the degree to which marketing variables were associated with the acceptance and use of MM (Malhotra, 2009). The themes investigated related to the research objectives and were identified in the literature review. They included; respondents profile, understanding of and attitudes towards MM, MM familiarity and preferences, mobile applications and the effectiveness of push versus pull MM.

The online surveys, a descriptive research method, took place after all exploratory research was complete. Where exploratory research *suggests,* descriptive research *quantifies* (Silver *et al.,* 2013). Silver *et al.* (2013) claim that descriptive research presupposes much prior

knowledge on the part of the researcher thus exploratory research may often be required before descriptive to allow research requirements to be met.

3.4.1 Data Collection Methods

In-depth interviews gave the researcher an insight into how Irish organisations were using MM and what their attitudes were towards consumers use. Focus groups permitted a deeper analysis of consumer's attitudes towards the use of MM. Validation of all exploratory research was achieved by gathering additional data in phase three using a larger sampling frame in the form of online surveys completed by 200 Irish consumers. A similar sample size can be seen in research by Ha *et al.* (2010). Generating quantitative data also allowed the researcher to clarify any areas of interest highlighted in the focus group data and to elicit specific information from respondents in relation to their acceptance of MM. Surveys were distributed to respondents within the researchers own network via a web link; the online tool used (Survey Monkey) also permitted the researcher to pre-set a quota of respondents ensuring only participants with the desired characteristics completed the survey. Online surveys are not only a lower cost alternative to other data collection methods, they also facilitate a better response rate for some populations (Marra and Bogue, 2006). It was also appropriate to use this data collection tool as surveys can be completed on the respondents' mobile phone via the web link. The web link was sent out by email and also by text message to the researchers network. Online surveys are prevalent in MM research (The Marketing Institute, 2012; Kingfish Media, 2011; Choi *et al.*, 2008; Leppäniemi and Karjaluoto, 2008; Karjaluoto *et al.*, 2008; Sullivan Mort and Drennan, 2007; Okazaki *et al.*, 2007; Bauer *et al.*, 2005) and were thus deemed suitable for the final stage of this study.

Observations were not deemed appropriate at this stage, because the underlying motives behind the consumers interaction with their mobile phone cannot be identified using this method. Observations are also often perceived as unethical by monitoring the behaviour of people without their knowledge or consent (Malhotra, 2009). Since consent is a topical theme in MM and this is explored in this study, it was decided that observation would not produce interactive results.

3.4.2 Measurement Technique

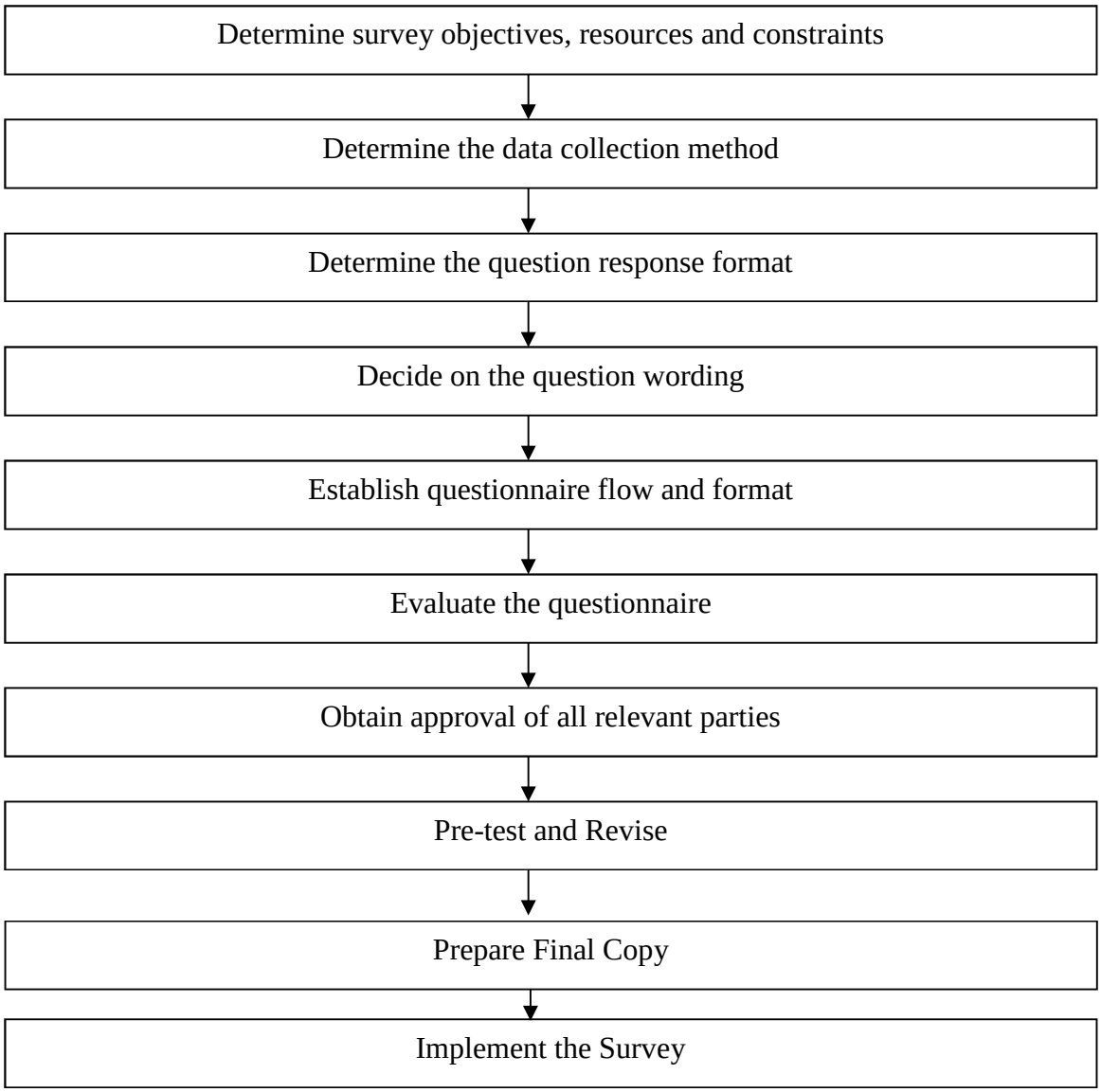
Using a series of logical steps during survey design ensures clarity and improves the effectiveness of the survey. Procedures should be followed to ensure data are collected correctly, efficiently and at a reasonable cost (McDaniel and Gates, 2010). Figure 3.2 illustrates the process employed for the questionnaire design.

The survey was designed on the basis of secondary data obtained from the literature review and from findings from in-depth interviews and focus group research. The survey mostly adopts structured questions and includes one semi-structured question. Structured questions pre-specify a set of response alternatives which help to speed up the administration of surveys (Malhotra, 2009). The semi-structured question adopts an open ended response to a structured question. This was necessary in order to allow respondents to express their opinion of MM. However to avoid lengthy coding of responses at this stage semi-structured questions were kept to a minimum (McDaniel and Gates, 2010; Malhotra 2009).

Qualifying questions were used at the beginning of the survey in order to assess respondents' suitability for the survey (Malhotra, 2009). If respondents qualified they proceeded to the

main body of the survey. If disqualified they were informed why and thanked for their time and participation. The survey comprised of 30 questions in total and took respondents between five and ten minutes to complete.

Figure 3.2 Questionnaire Design Process



(McDaniel and Gates, 2010)

A total of four qualifying questions were used. The first was asked to establish if respondents were residents of the Republic of Ireland. Because the research is an Irish study if they did

not, they were disqualified. Question two was asked to ensure respondents were over the age of 15. If they were not, they were disqualified. The third question queried if respondents owned a mobile phone, this was a prerequisite for the research therefore if they did not own a mobile phone they were not suitable for the survey. A number of other questions were required to be asked before the final qualifier to aid respondent understanding. Question nine was the final qualifying question. This question began with the researcher's adopted definition of MM (Leppäniemi *et al.,* 2006) and a short explanation of what it entailed. Respondents were asked, based on the description, if they believed they were actively taking part in MM. This was an important prerequisite; if respondents were not active in MM they would be unable to answer the remaining survey questions. This question ensured reliability and consistency across all data. The qualifying questions all used nominal scales. Nominal scales partition data in mutually exclusive and collectively exhaustive categories and are among the most commonly used scales in marketing research (McDaniel and Gates, 2010).

Question four was required to determine how many respondents owned a smart phone. A nominal scale was employed. The next question used an ordinal scale and took the form of a ranking question requiring respondents to rank what they mostly used their mobile phone for. Ordinal scales are those which maintain the labelling characteristics of nominal scales and have the ability to order data (McDaniel and Gates, 2010). Response options were gathered from qualitative research phases and included calls, texts, internet, email and apps.

The following four questions were used to measure awareness and attitudes towards MM. Attitudes are frequently measured in marketing research because it is believed there is a close connection between the way people think and how they behave (Silver *et al.*, 2013). A nominal scale was employed to determine if respondents knew what MM was in the sixth

question. If they answered ‘no’ or ‘unsure’ respondents were directed onto question eight. However if they answered ‘yes’, question seven took an open ended semi-structured format and asked what MM meant to them. This question was required in order to assess what MM meant to different people and how definitions might vary across demographics. Open ended questions provide the researcher with a rich array of information because respondents’ answers are based on his or her personal opinion and are described in real world terminology (McDaniel and Gates, 2010). Question eight employed an interval scale to measure attitudes towards MM. Interval scales have the ‘characteristics of ordinal scales, plus equal intervals between points to show relative amounts’ (McDaniel and Gates, 2010, p. 310). The question examined to what extent respondents liked MM using a five point likert scale. Likert scales are one of the most commonly used scales for measuring attitudes and consist of five points of agreement for measuring the intensity of an attitude (Silver *et al.*, 2013). Likert scales are used in the survey as they are easy to construct, administer and score, thus enabling effective and reliable analysis of the survey (Malhotra, 2009).

Familiarity and MM preferences were then measured over three questions using ordinal and interval scales. Question 10 used an interval ranked order scale, asking respondents to rank which MM tools they were most aware of. Interval scales are similar to ordinal scales; however they have equal intervals between each point in order to show relative points (McDaniel and Gates, 2010). Rank order scales are used widely in marketing research because they are easy to use and give measurements to the items evaluated (McDaniel and Gates, 2010). The options in this question were taken from the literature review (section 2.3) and condensed to prevent respondent confusion and fatigue. The next question was employed to determine respondent preferences in terms of how companies should communicate with them over their mobile device. The same responses from question 10

were utilised again and this question employed a multiple choice scale. Multichotomous questions can allow the respondent to select one or more responses and thus do not force them into choosing just one answer (McDaniel and Gates, 2010); this was deemed an appropriate scale to use as they may have more than one preference in MM. An ordinal scale was used in question 12 to establish how often MM messages were received by respondents. This question was asked in order to establish if a relationship existed between attitudes towards MM and the frequency of MM messages received. The same scale was used in questions 14 and 25 for consistency.

The subsequent seven questions examined the adoption of smartphone apps and investigated the effectiveness of push versus pull MM strategies. Question 13, 14 and 15 were multiple choice questions. Question 13 used an ordinal scale to assess how the respondents defined their own use of mobile apps. The responses were adopted from Suki and Suki (2007). Question 14 used the same ordinal scale as question 12 to determine how often mobile apps were used by respondents. If respondents selected 'daily' they were taken to question 15 which required them to select an average number of apps used on a daily basis. Response options were gathered from qualitative research phases. All respondents were then directed to question 16. Questions 16 and 17 used dichotomous scales; these are close ended questions which ask the respondent to choose between two answers i.e. yes or no (McDaniel and Gates, 2010). Question 16 used the nominal scale to decipher how willing respondents were to sometimes pay for a mobile app. The term 'sometimes' was added to the phrasing of the question after careful examination of focus group proceedings. Participants in focus groups frequently said they may sometimes consider paying for a mobile app if it was relevant. If respondents said no they were directed to question 18. Those directed to question 17 were queried if they had ever paid to upgrade from a free mobile app to a

premium version. This question was asked because the topic arose in two of three focus groups. The remaining two questions in this section explored how respondents used their application settings on their mobile phones and employed multiple choice answers. They asked respondents if they shared their location with apps on their mobile phone and if the switched app notifications on. The option 'for some apps only' was gathered from qualitative research phases.

Question 20-23 employed semantic differential, multiple choice and likert scales to measure MM experiences and attitudes. Question 20 used a semantic differential scale to measure attitudes towards MM. This is a seven point interval scale using pairs of adjectives that are opposite in meaning (Silver *et al.,* 2013). Adjectives were gathered from qualitative research phases. Question 24 and 25 investigated negative experiences with MM, both employed multiple choice scales. Response options for question 25 were also gathered from qualitative research phases. The next question employed a traditional five point likert scale to determine to what extent respondents agreed or disagreed with a series of statements. These statements were formed based on focus group responses and from the literature review. For example Barnes and Scornavacca's (2008) examination of how MM affected purchase decisions.

The following two questions measured preferences in terms of push and pull MM strategies. Question 27 adopted a seven point likert scale to measure preference relating to three statements. Those derived from focus group proceedings included consumer preferences to be contacted by a company or to seek out information and special offers themselves. The final statement was concerning consumer control and was derived from the literature review (Cleff, 2007; Dickinger *et al.*, 2004). The scale was itemised 1-7 where 1 was highly preferred and 7 was not at all preferred. Question 28 used the same multiple choice, ordinal

scale employed earlier in questions 12 and 14 to determine what an appropriate number of times to be contacted by a company on a mobile device was.

Questions 29-33 utilised nominal, ordinal and ratio scales to establish respondent demographics. Gender, age, level of education and occupation response options (question 26-29) were sourced from the Central Statistics Office (CSO, 2013b). Numerous categories exist for level of education and therefore were condensed for this survey to prevent respondent fatigue and confusion. Question 33 required respondents to indicate their annual income and were sourced from Leppäniemi and Karjaluoto (2008) by altering their monthly income figures to annual ones.

3.4.3 Sampling

The population of interest for the online survey is defined as those living in the Republic of Ireland aged over 15 who had been exposed to some form of MM within the last 12 months. This was in line with the focus group to avoid any disparities. There is no complete list of mobile phone owners in the Republic of Ireland who had been exposed to MM. Therefore a sample frame did not exist. The sampling unit were mobile phone owners in the Republic of Ireland. Mobile phone subscription rates in the Republic of Ireland were at 5,432,182 in March 2013 (ComReg, 2013). Barnes and Scornavacca (2008) cite one of the limitations of their research as a limited sample surveying mainly young respondents. They recommend using a broader sample such as the one adopted in this research.

The age characteristics of the population in the Republic of Ireland were obtained from the CSO on the basis of the Census 2011. A similar Irish survey of smartphone ownership and

attitudes also adopted the age statistics provided by the CSO (Púca, 2011). Age and gender (male and female) were found to be major influencing factors in MM and as a result were adopted for the development of the sample quotas (Leppäniemi and Karjaluoto, 2008; Karjaluoto *et al.*, 2008). Those under the age of 15 were excluded from the figures. Those aged between 45-64 years and 65 years and over were placed in one category because literature suggests that demographically mobile usage and acceptance of MM shows a very strong skew towards youth (Laszlo, 2009; Roach, 2009). The final age categories were 15-24 year olds, 25-44 year olds and 45 years and over. The total population excluding those under 15 was then calculated, and based on the percentages of age and gender; quotas were developed based on a required sample size of 200 for the survey. The approach is outlined below in table 3.1.

Table 3.1 Online Survey Sampling Quota Approach

		Age Group		
		15-24 years	**25-44 years**	**45+ years**
Population		580250	1450140	1578272
%		16.08%	40.18%	43.74%
Quota	200	32	81	87
Male	98	16	40	42
%		50.13%	49.45%	48.38%
Female	102	16	41	45
%		49.87%	50.55%	51.62%
Total Population = 3,608,662		(CSO, 2013a)		

The sampling technique employed was non-probability sampling. Non-probability samples are defined by Silver *et al.* (2013) as ‘any sampling techniques that do not involve the

selection of sample elements by chance. This non-probability sampling took the form of a quota sample. In quota sampling the researcher divides the target population into subgroups and then using their best judgement selects quotas for each subgroup. Quota sampling is widely used by market researchers (Robson, 2011). Bryman and Bell (2011, p. 190) state that 'the quota sample is claimed by some practitioners to be almost as good as a probability sample'. Quite often the subgroup is divided with figures provided by a national census (Silver *et al.*, 2013). It aims to produce a sample that is reflective of the population of interested in terms of relative proportions of people in different categories, this research utilises age and gender statistics. This method attempts to obtain a representative sample at a low cost (Malhotra, 2009). The researcher used their own judgement to make initial contact with a small group of people via email, text message and social networking sites and then used these to establish contact with others (Bryman and Bell, 2011). From this, referrals were used until the quotas of age and gender were filled.

3.4.4 Analysis of Quantitative Research

The findings from the third phase of research conducted via online surveys were analysed using the widely adopted Statistical Package for Social Science (SPSS). SPSS is a widely used and recommended package for analysing survey research data (Bryman and Bell, 2011; McDaniel and Gates, 2010; Malhotra, 2009). Malhotra (2009) proposes an eight step data preparation process: preparation of preliminary plan of data analysis; questionnaire checking; editing; coding; transcribing; data cleaning; statistical adjustment of the data and selection of a data analysis strategy. McDaniel and Gates (2010) narrow this to process to include: validation and editing, coding, data entry, logical cleaning of data and tabulation and statistical analysis.

The data was imported from Survey Monkey into excel for data cleaning. To ensure effective data analysis took place surveys were thoroughly checked for completeness. 452 respondents attempted the survey. Of these, 263 completed the survey. The incomplete surveys were removed first. The total number of responses exceeded each quota because of the online format of data collection; therefore it was necessary to remove a certain number of surveys to achieve the required sample size of 200. 63 completed surveys were therefore unusable and those who had completed the survey last in each quota were removed to achieve the required sample size of 200 (Malhotra, 2009). The data was then imported from excel and into SPSS where all respondents were individually coded so as to facilitate amendments and ensure the data was imported accurately. Codebook preparation involves defining and labelling each of the variables and assigning numbers to each of the possible responses (Pallant, 2010). This took place before any statistical analysis.

Preliminary univariate analysis initially took place in the form of simple tabulations to report the survey findings. Univariate techniques are used for measurement of single elements one variable at a time (Malhotra, 2009). Before moving onto more advanced analysis techniques each variable was defined as either categorical or continuous. Categorical labels include those which employ a nominal or ordinal scale such as gender or age groups (Pallant, 2010; Bryman and Bell, 2011). Continuous variables employ interval or ratio scales where distances between responses are identical across the range (Bryman and Bell, 2011). Pallant (2010) provides a summary table detailing which statistical techniques should be used depending on the purpose of examination and variable characteristics. Based on this a series of bivariate analysis techniques were employed. Bivariate analyses, sometimes referred to as multivariate analysis, are techniques used to analyse two sets of variables simultaneously (Malhotra, 2009) and were used to test a series of hypotheses developed regarding the

findings of the survey research (Silver *et al.*, 2013). The series of hypotheses were developed in order to find relationships between different variables measured in the survey. The techniques used included cross tabulations, means, chi-square, t-test and one-way analysis of variance (ANOVA). Pallant (2010) states that Chi-square tests are based on the analysis of categorical data. A Chi-square test for independence is used to explore the relationship between two categorical variables by comparing the observed frequencies with the expected values if there was no association. T-tests are also used to compare the mean scores of two different groups of people or conditions in the online survey statistical analysis. Pallant (2010) says t-tests are used to compare values of continuous variables for two groups. Where two or more groups required analysis, ANOVA was used. ANOVA compares the variability in scores between the different groups with the variability within each of the groups.

3.5 Methodology Conclusion

Creswell (2008) suggests that reliability, validity and generalisability are important elements within research methodology. Reliability relates to the consistency of responses. Validity refers to the ability of an individual to gain meaning and measurable results from the research. Generalisability relates to the ability to apply research findings from the sample population to the population as a whole. Yet the researcher must be aware that these factors have different meanings in the context of qualitative and quantitative research. Differing procedures must be employed to check the validity, reliability and generalisability of data in qualitative and quantitative research.

Validity was achieved in relation to the qualitative in-depth interviews through a pilot test before in-depth interviews were conducted to ensure reliability. Validity was achieved in

relation to qualitative focus group research through the development of a pre-screening questionnaire and a theme sheet. These were utilised in focus group proceedings and also pilot tested before focus groups were conducted to ensure reliability. Focus group proceedings were transcribed, read thoroughly and themes were developed. Interrelated themes were then developed and the meanings of these themes were interpreted. These results were not generalised to the population as a whole but acted as an indicator and mechanism by which survey questions could be developed which would enable results to be generalised to the Irish population as a whole. Reliability and validity were established within the survey research through the development of an online survey, which was pilot tested before it was administered to the sample. Pilot testing in the case of both qualitative and quantitative research allowed the researcher to establish that respondents understood the questions being posed and could answer them adequately (Malhotra, 2009). The identity of respondents in relation to the quantitative research was unknown and proven methods of data collection utilised.

Generalisability was achieved through the development of a quota sample. This was deemed to be the most effective means of gaining results as probability sampling methods were not feasible. In accordance with marketing research theorists, this method of sampling is effective and can yield results similar to conventional probability sampling (Bryman and Bell, 2011; Malhotra, 2009).

This chapter outlined the collection of data through three phases of primary research. In-depth interviews were carried out with five managers and two industry experts. Three focus groups were conducted with Irish consumers segmented by age and finally 200 online

surveys were completed by Irish respondents. The findings of the research are presented and analysed in Chapter Four and Five.

Chapter Four: Qualitative Findings and Analysis

4.0 Introduction

4.1 In-depth Interviews Findings and Analysis

4.1.1 Initiation and Implementation of Mobile Marketing

4.1.2 Measurement and Budgeting of Mobile Marketing

4.1.3 Evaluation of Mobile Marketing

4.1.4 Awareness of Mobile Marketing Tools

4.1.5 Consumer Engagement and Targeting

4.1.6 Mobile Marketing Rules and Regulations

4.1.7 Mobile Marketing Best Practice

4.2 In-Depth Interviews Conclusion

4.3 Focus Group Findings and Analysis

4.3.1 Initiation of Mobile Marketing

4.3.2 Awareness of Mobile Marketing Tools

4.3.3 Evaluation of Mobile Marketing

4.3.4 Consumer Engagement

4.3.5 Mobile Marketing Best Practice

4.4 Focus Groups Conclusion

4.5 Qualitative Research Conclusion

Chapter Four

Qualitative Findings and Analysis

4.0 Introduction

This chapter discusses the findings from seven in-depth interviews with Irish managers using MM, and experts in the industry. The chapter also discusses the findings from three focus groups conducted with MM consumers. Findings are presented based on the themes explored during the interviews and focus groups; these themes are aligned with the researcher's objectives.

4.1 In-Depth Interviews Findings and Analysis

In-depth interviews were used in order to explore the current use of MM by Irish businesses. In-depth interviews allowed the researcher to engage with managers to find out why and how they had been using MM. Interviews were conducted with two industry experts, one manager from a national organisation and four SME managers. The findings are presented using the themes which were identified in the literature review and include; an examination of how managers had initiated and implemented MM into their organisations; an investigation into the issues surrounding measurement and budgeting in MM; evaluating MM in terms of its current adoption in Ireland and its growth; examining the awareness of the different types of MM tools; the importance of consumer engagement and targeting; awareness of MM rules and regulations and finally an exploration into the awareness of best practice in MM.

4.1.1 Initiation and Implementation of Mobile Marketing

Literature revealed much divide over how the term MM is defined (Varnali and Toker, 2009; Tahtinen, 2006); it appears that confusion also exists within the Irish industry. Managers interviewed discussed varying definitions of MM, some branding it SMS marketing; others suggesting it was a platform used to generate a sale. Two managers described MM as a communication tool using a mobile device. Three managers only referred to mobile messaging when explaining what the term meant to them, stating 'it is just text messaging', thus suggesting an immediate lack of knowledge of other MM tools. When the same question was asked to the industry experts, both listed all MM tools discussed in the literature review, immediately confirming they had adequate experience and knowledge to take part in the research. One expert claimed 'it's a term that confuses people' so when talking about MM to their clients they use very specific terms instead such as text messaging, mobile website or short code keywords. One organisation commented that 'the lines are blurring somewhat recently' and another admitted that there was probably 'a lot more to MM than [they] were aware of'. They suggested that perhaps marketers were too set in their ways and that unless 'you're ahead of the game' by the time a new concept is fully researched, in a lot of the cases it is often too late. One industry expert went a step further to suggest that MM should also mean looking at your consumers as being mobile and how the customer experience is shaped as well.

With the exception of one organisation who had first used MM six years prior to the interview, all others had initially used MM between three and four years ago. Reasons for choosing MM as a marketing tool for their brands included culture, cost and availability. Between 2009 and 2010 mobile phones became a prevalent part of Irish consumer's lives,

'there was a lot of buzz about mobile phones'. Interviewees noted that around that time they became very aware that their consumers were accessing information via their mobile phones and therefore they had to have a presence in that space. Two managers mentioned that because MM was so inexpensive at the time (SMS), it meant that they could cut down on costs and still achieve the desired market penetration. For one company, it was part of the package provided by a website content management system, so they thought 'let's look at this when we have the facility to do it'.

A CMO (2012) study revealed that just 16 per cent of companies had a formal mobile strategy in place. During the in-depth interviews just one company acknowledged that their use of MM was initially a very tactical move; they admitted that it was still used, six years on, in a tactical nature and that they did not have a MM strategy in place. One organisation claimed their use of MM was strategic and that they had a strategy in place. One company had tried to be strategic but were unable to follow through and two others admitted that while initially it was more tactical in use they had since become a lot more strategic with their use of MM. They found that through trial and experimentation they had discovered what worked for each customer segment and how they could best measure the effectiveness of their MM campaigns. Three managers said they 'do and don't' have a mobile strategy. The MM strategy fell under their overall digital strategy but they were planning to focus their efforts on mobile going forward. Both industry experts thought that Irish companies were still using MM in a tactical way, often reacting to what competitors do, 'there's a lot of reactionary stuff going on'. They highlighted that it fell under their role to educate the market and transfer their knowledge on to organisations that were using or considering the use of MM and to push them towards more strategic marketing going forward. However, this is an expensive undertaking and as pointed out by one expert, they can only educate those who want to learn.

Considering that each of the companies had been using MM for between three and six years, it would be fair to assume they would have progressed somewhat since its initial use. However this appeared not to be the case for most.

Smutkupt *et al.* (2010) recommended that MM is integrated into multi-channel marketing campaigns in order to enhance brand awareness. Four interviewees claimed they were integrating MM with their other marketing tools or campaigns. However when probed it became clear that only one was actually doing so. The remaining fifth company admitted they were not integrating MM into their campaign merely because they kept 'forgetting that mobile was an option…we have gotten completely distracted from the power of mobile'. The company who were actually integrating, discussed one of their campaigns whereby MM was used alongside TV, print, radio, online advertising, social media and their website content. Literature suggests that MM has yet to be fully exploited due to a lack of time and experience among marketers (Ong, 2010; Friedrick *et al.*, 2009; Leppäniemi and Karjaluoto, 2005a). Both industry experts agreed that Irish companies were not integrating MM with their other marketing tools or campaigns because it was too overwhelming for them. They said they simply did not have the time and often were too busy running their businesses to spend time on MM and its integration.

When discussing if the managers had chosen MM instead of another marketing medium, all five answered no. They agreed that MM had to be used in tandem with their other marketing tools. They mentioned that embracing MM allowed them to cut back on other areas but not completely eradicate them. They 'realised it was needed to complement our existing mediums'. The industry experts differed slightly, where one thought it depended on the company and the other thought that MM was definitely being chosen over older more

traditional mediums such as newspaper advertising or leaflet drops. They did both agree however, that MM was becoming a bigger part of the overall marketing picture and that it would slowly take more and more budget away from other mediums.

The industry experts highlighted that when running a MM campaign, it is something that can often be done in house by an SME using an online system. The four SMEs interviewed confirmed this revealing it meant they could keep their costs down and retain full control of their campaigns. The industry experts went further to suggest that larger organisations will be more likely to use an agency to run their MM campaigns. Indeed the national company interviewed disclosed they did use an agency for their MM. However the day to day management fell upon their communications department. This would suggest that those organisations with larger MM budgets can afford to use 'experts' to run their MM campaigns, while smaller companies with much less spend available are forced to research and implement their own campaigns, thus adding an extra strain to an already stretched marketing department or manager.

When exploring the implementation of MM in the overall marketing strategy the managers were somewhat vague with their responses. Most managers initially tried mobile messaging and admitted that very little planning went into the campaign. One manager revealed that they first used a prepaid mobile phone account to send a text to their customers, but quickly realised it was not the way forward and so signed up to an online provider. The larger organisation began 'dipping [their] toes in the water' with a smart phone app by providing consumers with information as opposed to actually engaging with them over the mobile device. One industry expert suggested that managers were using a 'let's just try it and see approach' without any clear plan or objectives laid out. The other however explained the

steps in involved in beginning a mobile message campaign; create a database of customers, data cleaning, send a text message, review and send another four to six weeks later.

4.1.2 Measurement and Budgeting of Mobile Marketing

Interviewees thought there were limited measurement options available to them for their MM campaigns. All SMEs indicated they were using the report function within their online system to check how many mobiles messages were sent, the amount delivered and the cost. They would then calculate the cost per contact and if possible go further to calculate the effect on sales. One interviewee commented 'it's very difficult to quantify'. They tried to base attributable sales on footfall or by asking staff to query customers in an informal manner. However unless it was a specific campaign, measuring the impact was just 'too hard'. Smutkupt *et al.* (2010) criticised that developing an app is not a sufficient strategy. A promotional campaign should also take place to encourage downloads. One SME that had developed an app did not make any reference to promotional campaigns used to boost downloads. 'We look at the downloads, app reviews, commentary…and star ratings…within the applicable app stores' to measure how well the app was doing. In addition another company highlighted the need for additional insights such as those provided by Facebook. In terms of mobile advertising, one industry expert thought the traditional Click Through Rate (CTR) measurement was no longer applicable to MM, especially given the controversy over the 'big thumb syndrome', i.e. people clicking on ads by accident. None of the managers interviewed in this research had embraced mobile advertising, thus discussion around this area was limited.

While all were at least looking at top-line data, just three managers said they were actively using a reporting format for their MM activity. An industry expert mentioned that Google were promoting the appointment of a 'Mobile Champion' in an organisation; that person would be responsible for ensuring mobile was considered in every campaign and that effectiveness was measured and tracked. They agreed it was a good concept and that they would suggest it to clients thereon. While the idea is a good one, in a small organisation, there may not be sufficient staff to appoint one individual as a mobile champion. Instead it may become the role of all staff to ensure that the mobile device is considered at every consumer touch point.

Dickinger *et al.* (2004) highlighted that ultimately the cost of MM will determine any future activity. When discussing justification of MM spend three managers said they always had to justify the budget spent on MM. Of the three, two commented that they had to justify everything they spent on any type of marketing, not just for MM, whereas the remaining company commented 'not so much with the rest of it [marketing], but because we send out so many…we do'. Two interviewees were in a position where they did not have to justify their spend on MM, as 'the ends justify the means'. One commented that they already knew it was a cheap and effective way of connecting with their consumers so the budget would just be allocated and they would review it after three or four months. This attitude was aligned with one of the industry experts who believed 'after the first run, I don't think they have any problem justifying it'. When implying that MM was low cost, most were referring to mobile messaging. However those who had embraced mobile websites or apps (considered to be somewhat more expensive than messaging) did not mention any restrictions in terms of allocating budget to these tools either.

Clickatell (2008) suggest that setting a campaign budget is one of the seven simple steps to mobile campaign success. However one interviewee could not estimate what percentage of their marketing budget was allocated to MM. Two managers reported between two and three per cent and the remaining two stated around five per cent. The large organisation clarified that the amount of budget allocated varied annually depending on what the objectives were for that given year. They explained that launching a new app would mean a larger budget was required, however the following year they may only need enough spend for incremental updates throughout the year, 'we may spend more one year and that may decrease the following year if we've done a big body of work'. They guessed spend was five per cent in 2010 and one per cent in 2011. Four managers anticipated that their MM budgets would increase over the next 12 months; the remaining interviewee was unsure, but assumed that if additional spend was required there would not be an issue. This feedback suggests a positive outlook for MM in general, and if companies are going to invest more money in MM, their campaigns may become more sophisticated over time and thus lead to increased profits as a result.

4.1.3 Evaluation of Mobile Marketing

Despite Ireland having more than five million mobile subscriptions (ComReg, 2013), attitudes with regards to how it compared in its use of MM to other countries indicated that while as consumers we have embraced the mobile phone, organisationally, there was still a lot of room for growth and development. While one interviewee stated that 'technologically we are fairly advanced', two others suggested that Ireland had not reached its full potential in the area of MM. One company suggested that perhaps the focus had been taken off MM when social media began to take over. In contrast, industry experts together agreed that

Ireland were ‘quite high on the list’ for MM, with both making reference to similarities with the UK, in terms of mobile traffic and regulations.

‘You’d swear we were a bit backwards, but we figure quite well…people are getting savvier; they are using mobile phones for everything these days. Larger brands are adopting it fairly quickly and smaller companies are starting from SMS and working upwards’.

The literature cites consumer privacy concerns as one of the biggest challenges associated with MM (Smutkupt *et al.*, 2010; Fouskas *et al.*, 2005; Trappey and Woodside, 2005). All interviewees commented that gaining permission from consumers to contact them via the mobile phone was a big concern. That alongside other challenges such as privacy, relevancy of content, the number of platforms available and educating the market were aligned with those presented by Trappey and Woodside (2005). Choosing a ‘worthwhile’ and ‘clever’ message to connect with consumers remains a challenge as companies express caution at the potential of hurting their brand. One interviewee who stated they had to be very careful with data commented ‘you read a lot in the paper about …the data commissioner getting involved’. Industry experts observed that Facebook was a challenge for MM, saying managers were spending too much time on Facebook because it was ‘free’ without taking into account the amount of time and resources they were putting into it. The potential to alienate certain customers segments by just focusing on Facebook presents additional challenges. Justifying MM spend, reporting, integrating multi-screening and the industry ensuring the quality of the service remained high were also mentioned as challenges associated with MM.

When questioned about what might be affecting the growth of MM in Ireland, similar challenges were discussed. In addition wider issues arose such as; the volume of marketing

channels available to marketers, technology advances including 4G and Wi-Fi, creating awareness in the market and ensuring the relationship between the government and service providers remained focussed on providing the consumer with the best possible mobile experience. While these wider issues are predominantly out of the control of the interviewees, they were still of concern to them. It is interesting to note that while a lot of the companies who were interviewed had a lot of room for improvement in terms of their own use of MM, they were still able to recognise the role of wider organisations in the development of MM.

A plethora of benefits were listed by interviewees (organisational and industry experts) about the benefits of MM to them and while personalisation was the most popularly cited benefit in literature (Krum, 2010; Friedrich *et al.*, 2009; Laszlo, 2009; Trappey and Woodside, 2005) others referenced during the in-depth interviews included the; ability to reach and target ones audience (four mentions), instantaneous and immediate nature (four mentions), measurability (five mentions), low cost (two mentions), relevancy (two mentions), consumer experience (two mentions) and ever improving technology (one mention). Both managers and industry experts were advocates of MM and while they initially addressed the challenges, the benefits clearly outweighed these in relation to their own experiences with MM to date. Interestingly one industry expert mentioned that brands do not publicise their success with MM to other organisations, simply because they do not want their competitors to find out and remove this competitive advantage they currently had.

4.1.4 Awareness of Mobile Marketing Tools

In order to discover what types of MM are currently being used across varied Irish businesses the researcher discussed the various MM tools available, initially unprompted and then if required (as was the case for all five managers) prompting the interviewees to unveil their opinions towards all the tools.

All managers were aware of mobile messaging and all were currently employing this as a MM technique. They found it to be a highly effective and measurable MM tool and intended to continue using it in the future. The researcher discussed content based mobile messages with interviewees as a CRM tool for organisations and while all were aware of the potential only two had ever embraced this tool. In the past one company would send 'thank you' messages to customers, but as they began to think more strategically they decided to stop and instead send an incentivised message closer to a time when they assumed customers may want to make another appointment to revisit. An industry expert cited older systems as the main restriction in developing mCRM. They suggested that organisations have customer's data stored on old systems and cannot afford to update these to newer systems that provide mobile messaging as part of the package. As time goes on and systems are upgraded and updated they forecasted 'we will see a lot more of these messages…you see them now in dentists, basically because they have online systems that are very up to date and integrated'.
Only one company had used LBS, and one other mentioned they had considered using it but had not found the time. Another interviewee suggested there was great potential if SMEs in Ireland embraced LBS. Overall there was a lack of knowledge surrounding this tool, which explains the poor uptake. One industry expert aligned LBS with push marketing and declared 'we have nothing to do with push marketing; [it] does not work'. The other expert highlighted

that because there was never an LBS service that stood on it's in own in Ireland, like Four Square in America, LBS's were now being integrated into other apps. This indeed can be seen within Facebook, or Google apps, whereby the consumer's location is used for tracking purposes if consent is given.

Just one manager had adopted mobile TV and video. They had just launched an app which could be downloaded globally to increase the viewership of their product. Mirbagheri and Hejazinia (2010) say that mobile TV and video offers marketers the opportunity to show off their products in a controlled and perfected manner. Two other managers revealed that they were aware of the potential benefits surrounding this MM tool and that they knew they had the perfect brand fit for it, they disclosed it was an area they were currently researching. One industry expert discussed pre-roll video advertising and while they thought it was very expensive, the opportunities it presented in terms of targeting, were unlimited, however because none of those managers interviewed had used mobile advertising, the researcher was unable to explore this aspect of MM.

Three managers had experience using mobile apps, one used it as an information provider and hoped to become more experiential in the future, one organisation used an app which allowed consumers to view their products and make purchases and the third company had just launched a web app. Their experience of apps had been positive to date, but all recognised there was still room for improvement in terms of consumer engagement. Of the remaining interviewees, one claimed that apps were on their long term agenda, while the other had not considered a mobile app. No respondents had embraced mobile gaming; however this could be because their industries were not suitable. Industry experts highlighted that apps were being used by larger organisations with bigger budgets; one expert commented on the danger

facing SMEs seeing bigger companies launching apps and assume they should also follow this strategy without considering their objectives and their target market. An app requires 'content that is dynamic' which will ensure consumers will come back repeatedly.

Despite QR codes being described as a popular way to bridge MM with traditional marketing mediums (Lee and Engelman, 2012), just two managers had used one, one however admitted that it was not effective and therefore they had not created anymore. All managers thought that QR codes were not fully grasped within the Irish industry; they themselves found the concept confusing thus assumed their customers also would. One interviewee said 'these seem to be for marketers, [they] are the only people who like them, and they haven't been adopted by consumers yet'. One industry expert suggested that technology had been made so user friendly by the iPhone that consumers did not want to waste time thinking about how to use their phone, instead they want the information immediately, therefore having to explain the concept of a QR code confused them and 'you'd know you have lost them'. Another expert referred to the QR code as a 'fad' suggesting that there would also be many more fads ahead in MM.

Just one company indicated that their website was not mobile optimised, however it was under development at the time of the interview and was expected to be live by the end of the year. Of the four remaining managers just one had embraced responsive design, ensuring that their website and emails were displayed using this design functionality. Three managers sent emails to their customers, however only two had optimised their emails for mobile display. The remaining had not considered that emails would also need to be mobile optimised. Both industry experts discussed the importance of responsive design given the growth of tablet

devices in Ireland. One expert highlighted that companies need to consider the opportunities presented by a mobile site or an app when planning and choosing their mobile strategy tools. Industry experts suggested that while many companies have been slow to embrace and develop mobile websites, this should form a key part of their MM strategy. They identify that there will be many 'fads' surrounding MM, so it is important for organisations to promote an 'aggregation' of all MM tools if possible. When asked which MM tools they thought were the most promising for the future, there was no relationship between interviewee's responses: responsive emails (two mentions), 4G network (one mention), proximity and location based services (three mentions), mobile web (three mentions), mobile video (two mentions). This perhaps illustrates that each marketer views MM differently, this is understandable given they are each operating in different industries, however it also indicates a lack of knowledge around MM and suggests that research into the area of MM is required by managers before 'jumping on the band wagon' as one industry expert described.

4.1.5 Consumer Engagement and Targeting

When questioned about the importance of the consumers role in their MM, four managers indicated they were of paramount importance, one interviewee stated 'without consumers, we wouldn't be in business', another commented that consumers were the foundation on which their business had grown and that everything they did was consumer focused. Surprisingly, however, one interviewee answered that consumers were merely 'an aspect' of their marketing communications. While they recognised the overall importance of MM, not all of their consumers were using mobile phones therefore they still had to make use other marketing mediums such as newspaper advertising to target those segments. One industry expert thought that organisations were not focused enough on consumers, rather they are

'thinking about themselves, it's not about the consumer experience, it's what they can get from the consumer'. They went on to discuss two organisations in Ireland within the same industry who spoke at a conference they had just attended; one organisation spoke about everything from their own perspective whereas the other spoke about the user's experience. The other industry expert suggested that perhaps it was because businesses simply did not know enough about their consumers to really give them the full consideration required.

Receiving consent from consumers to contact them was of paramount importance to all interviewees and industry experts. While all were somewhat aware of the regulatory requirements surrounding opt in for MM, they also highlighted that there was no point in targeting consumers who did not want to be contacted, because it was expensive and they were likely to opt-out anyway. Managers were using standard methods to obtain consumer data and permission to contact them such as online registration and paper forms. Two managers mentioned they did not always include the opt-out option on an SMS sent to consumers because of character restrictions, one thought that having details about opting out on their website was enough stating, 'we don't put it at the end of every text message, just on the website. Because you are restricted with characters so it's hard'.

In order to build trust and acceptance with their customers using MM, interviewees cited content (four mentions), getting to know your customers (one mention), and always giving the option to opt-out (one mention) as factors. Content is named as one of Dickinger *et al.*'s (2004) MM success factors, and is frequently cited as a significant factor in MM (Haghirian *et al.*, 2005; Barwise and Strong, 2002). One interviewee thought that 'making sure that whatever you are giving [consumers] is valued so that you can keep the repeat business and their loyalty'. One industry expert also highlighted that being personal, relevant and timely

applied to MM in building trust and acceptance with consumers. The other thought that it came back to the business itself and the quality of the service or product they offer, if it was of a high standard and 'the consumer already trusts the brand, knows the brand and has a relationship with them; then MM is more likely to be successful'.

All respondents reported the use of segmentation and targeting for their MM campaigns and found this to be an effective way to deliver specific messages to particular customer segments. One company commented that they tried MM to reach out to a new customer segment, however without direct access to that group of customers, getting their consent to contact them was challenging and thus their campaign was ineffective. Both industry experts recommended segmentation of databases in order to target specific groups.

4.1.6 Mobile Marketing Rules and Regulations

None of the managers interviewed were aware of the MMA's MM 'Code of Conduct and Advertising Guidelines' (MMA, 2008a). Just one interviewee commented that they were aware of ComReg and all others claimed they either knew 'the basics' or relied on their online system provider to be aware of the regulations and pass any important information on. One company reported that they only became aware of the opt-out option recently, prior to this they were inconsistent with opt-out options on mobile messages, but since the beginning of 2013 were including it on every message. One industry expert thought that a company's main concern today was to avoid 'ending up in the newspaper [with a] scandal', however responsibility lay with each individual company to ensure they had permission to contact consumers using MM and not the agency or online system provider. Managers thought they were complying with regulations, to the best of their own knowledge.

4.1.7 Mobile Marketing Best Practice

Each interviewee was asked to tell the researcher about a successful MM campaign they had either heard of or taken part in. None of the five managers interviewed were able to describe any such campaign. Thus again suggesting a lack of knowledge about what makes MM campaigns successful. If Irish companies are to succeed at MM, perhaps they should be looking at what makes an effective campaign and then try to replicate or apply to their own organisations context. One industry expert commented that best practice in MM will be when the consumer has power to control what they receive, when they receive it and how. They believe 'we are a long way away from that, but it is possible'.

4.2 In-Depth Interviews Conclusion

Towards the end of the interviews remarkably many interviewees indicated that the interview process had made them realise they had been neglecting the potential that MM offered and they intended to put more effort into this medium going forward.

There is clearly a need for a stronger focus to be put on MM in all organisations, big or small. The interviews have identified that while MM has been embraced by Irish organisations to a certain degree, there is a lack of structure in terms of strategy and integration into the overall marketing communications strategy. Industry experts pointed towards a need to become more consumer centric and this will lead to MM success. Primarily the focus should be on research and education from an organisation's viewpoint. Understanding how the mechanism can work, its legal limitations, obligatory requirements and best practice will perhaps lead to a more cohesive and effective MM strategy.

The findings indicate that the most frequently used MM tools are mobile messaging, apps and mobile web and email. It is evident that organisations are not using these tools instead of other marketing mediums. Therefore there appears to be no barriers that would prevent them from integrating MM into their overall marketing communications strategy. One industry expert cited that there are too many marketing mediums for marketers to get to grips with in today's technologically advancing world. However, those interviewed were also aware they could be doing more with MM. They were aware that MM is current and topical with consumers, thus they must prioritise it.

All interviewees were big advocates of MM and while there are no restrictions in terms of allocating budgetary money for MM facing any of them, enforcing stricter reporting procedures will only help to grow the medium. Reporting data and analysing it will allow them to identify which campaigns are working, if some are working better than others and perhaps identify any customer segments that are more responsive to MM than others. Managers are already using segmentation and targeting for their mobile messaging campaigns. This is very positive and will help to reduce the level of opt-outs received. It is clear from this stage of research that their biggest concern is gaining permission from their consumers to contact them; this is most likely because they want to avoid any associated negative publicity.

The industry experts are aware the role of education, in terms of MM and advancing it, lies in their realm. However this is an expensive undertaking and as pointed out by one expert, they can only educate those who want to learn. The biggest challenge facing Irish organisations shown from the interviews is how they formalise a MM strategy and integrate it into their overall marketing communications strategy. It is imperative that they see MM as a tool that

plays a part in all of the marketing campaigns and it cannot be simply forgotten as was the case in one company.

4.3 Focus Group Findings and Analysis

This section discusses the findings of three focus groups conducted with those who have been exposed to MM. Focus groups were conducted to explore attitudes and acceptance of MM by stimulating a richer source of information through spontaneous discussions. Data was collected by conducting three focus groups segmented by age groups (15-24 years, 25-44 years and 45 years and over) as categorised in the Irish census of population 2011 (CSO, 2013a). There were 25 participants in total. There were eight participants each in the 15-24 years and 45+ years' groups and nine participants in the 25-44 years group. Each group was led by the researcher in a conference room at either a local hotel or resource centre. Focus groups were conducted in order to satisfy the research objectives; to discover how trust, permission and privacy can affect consumer acceptance of MM; to explore how demographic factors affect consumer attitudes towards MM; to investigate the effectiveness of push versus pull MM strategies and to examine the adoption of mobile applications and the opportunities they present. The findings of these focus groups contributed to the development of phase three of the primary research and followed similar themes as used for the in-depth interviews which were identified in the literature review and include; initiation which examines mobile phone usage among focus group respondents, MM tools explores their awareness and adoption of the different types of MM, the evaluation section assesses the benefits of MM to respondents, their negative experiences and their thoughts about the growth of MM in Ireland, the consumer engagement theme examines consent and also ascertains consumer preferences and finally best practice establishes their expectations of MM. Participants

mainly discussed MM on their mobile phones; few references were made other mobile devices throughout the proceedings.

4.3.1 Initiation of Mobile Marketing

The initiation stage of the focus groups overall revealed that most respondents owned a smartphone with ownership decreasing as age increased, that the iPhone was the most popular mobile device and that texting or making calls were the most popular uses of the mobile phone. Respondents defined the term MM as advertising or promotion of a product or service on their mobile phones and most attitudes were negative in nature towards the medium.

Research published by Púca (2011) revealed that 54 per cent of Irish respondents aged 18-55+ owned a smartphone, the findings from this focus group have found that over three quarters of 15-45+ own a smartphone (21 respondents). This figure increases when just taking the 15-44 year olds into account, where 16 out of 17 owned a smartphone, proving similar findings to those published by Thinkhouse (2012) who found that 89.9 per cent of 15-35 year olds owned smartphones. The findings dramatically increased when looking at just 15-24 year olds where all eight respondents owned a smartphone. They then drop significantly when looking at the 45+ age group where only five out of eight owned a smartphone. Thinkhouse (2012) found that iPhone ownership grew with age; yet this was not the case in this study. Similar to Púca's (2011) findings, the Apple iPhone was the most popular smartphone with 11 out of 25 of respondents using one. Samsung and Blackberry's were the next most popular smartphone devices found among participants.

When asked what they mostly used their mobile phones for, texting and making phone calls were the top cited responses with 18 and 15 mentions respectively, closely followed by apps with 11 mentions. Other responses included checking email, using the internet and playing games. Texting appears to be equally popular across all three age groups; and similar to ThinkHouse (2012) research making phone calls became more popular in the 25-45+ age categories. All participants except one in the 15-24 year old group said they would always text before considering making a phone call, the main reason for this was insufficient funds to make a call. For the same reason apps which offer a free texting service were popular among this group and also the among the 25-44 year olds. Little reference was made to these types of apps among the older respondents. These findings reveal that mobile phone penetration and usage is especially high among the selected group of participants and consistent with other recent research conducted in Ireland. Thus the data collected during the focus groups may reflect the attitudes of the wider Irish population.

Respondents were asked in a group format what the term MM meant to them, all three groups used similar terminology to describe MM which included advertising, promotion, sales, receiving text messages or information on special offers, products or services. The interviewer summarised their definition of MM and all groups broadly agreed that MM was the advertising or promotion of a product or service on their mobile phones.

When asked what was the first thing that came to mind when they thought about MM, respondent's general reaction was somewhat negative. Over half of respondents in the 25-44 years group used the term 'annoying' to describe MM, one participant said that messages came through on their phone and 'I'm like oh is this going to be a good text, an interesting one from a friend, and then it's just an offer. That's annoying and disappointing'. Both

younger groups thought there was always a 'catch', 'they are never giving anything away for free' and while they thought messages were sometimes enticing, they would always be required to spend money before receiving any benefits. All participants in the 15-24 group admitted that on at least one occasion they had deleted a MM message before reading it. When compared to the next age group (25-44 years), all respondents at least opened a message, and in the oldest group (45+), while most messages were opened, often they never read the full message often deciding midway it was irrelevant and so deleting it. Two of the groups referred to their inability to stop MM coming through to them. At this point respondents in the 15-24 and 45+ age groups mentioned they had tried to stop marketing messages on their phone, but companies seemed to ignore their requests and messages continued. One participant said they had given up trying to opt-out and just decided to ignore marketing messages sent to their phone. While most comments were negative, at least one quarter of respondents in each focus group admitted they were happy to receive MM 'if I'm getting something out of it'. They added that receiving MM meant they were aware of deals and special offers and often they were a welcome distraction if they were at work. Interestingly at this early stage of the focus group over three quarters of respondents in the 25-44 group said that if they were receiving something that was relevant to them, it made a difference in how they felt towards MM. This is aligned with Dickinger *et al.'s* (2004) research on permission marketing which found that if consent had been given, consumers will only receive more relevant messages, and marketers will target an audience who are actually interested. One respondent in the 45+ focus group thought MM was 'the most modern way of communicating with people in terms of products or services'. The same respondent repeatedly expressed their opinion throughout the focus group that consumers needed to embrace new technologies, while they were resistant to change, it was necessary and unavoidable.

4.3.2 Awareness of Mobile Marketing Tools

All respondents were screened using a pre-screening questionnaire, thus all had been exposed to MM in some form. They were all actively taking part in MM by either accessing the internet, downloading apps and games, checking their email on their phone, entering competitions or receiving marketing messages from companies. When asked which companies were targeting them with MM, responses included many locally based and national organisations. Those brands mentioned can be seen in table 4.1. All three groups commented that they received a lot of MM from their network providers in the form of text messaging. They discussed promotional offers presented by their network providers and found these messages in particular difficult to opt-out of. Aligned with Dushinski (2009) who claimed that organisations of all types and sizes can create successful campaigns using mobile technology, there did not appear to be any difference in attitudes regarding whether the company contacting them was a local one or national one. Some respondents in the youngest focus group were worried that messages they had received were part of a mobile phone credit scam and noted that it was hard to tell if the sender was who they were claiming to be.

Using flashcards to assist, the interviewer then questioned each of the group participants about their awareness of particular MM tools, discussing their experience with each tool and whether they liked organisations communicating with them through that medium. Since mobile messaging was cited as the most popular MM tool, they began with it. All respondents had received a marketing message on their mobile phone, 15-44 year olds revealed that initially they did not mind being contacted by organisations using this medium. However, as time went on, messages became more irrelevant and repetitive and so they were

then viewed as being boring and annoying. The 15-24 years olds admitted that they would prefer to receive a mobile message than to be sent direct mail or to receive a phone call from a company trying to sell something to them. When they first starting receiving mobile messages those in the 45+ group said they wondered how companies had got their telephone numbers. They admitted they did not mind being contacted using this medium and after some probing it became apparent that this group of respondents were selective in choosing who they gave their contact details and as a consequence did not receive a lot of irrelevant messages. All groups agreed that if the message was relevant, they were happy to be contacted by a company using mobile messaging.

Table 4.1 Companies Using Mobile Marketing

Advance Pit stop	Donegal County Childcare	Pandora
Amazon	Four Star Pizza	Silver Tassie Hotel & Spa
Argento	Foy's	Sports Direct
Boyle Sports	Gardaí	The Pulse Nightclub
Centra	Hairdressers (no name specified)	Three
Clarks	Meteor	Travel Agents (no name specified)
Daisy Street	Nextag	Vodafone
Debenhams	O2	Voodoo Bar & Nightclub

Leppäniemi and Karjaluoto (2008) identified five categories of mCRM. However only one category was mentioned throughout the focus groups; the customer service category, where content based mobile messages are sent to consumers in the form of alerts, reminders, check-in services or mobile ticket purchases. When questioned about content based mobile

messages respondents in all age groups expressed positivity towards this tool, they liked receiving reminders that were personalised to their purchases or lives. One respondent added 'I know I'm important to [the company] as well'.

When asked about mobile TV and video at least half of the respondents in the 15-44 age groups had some experience with this MM tool. Only one respondent over 45 years had used mobile TV. Most of those who used mobile TV and video aged between 15 and 24 admitted they used it for YouTube. None of the participants in this focus group had used their mobile phone to watch TV. Reasons cited were because the screen was too small, poor quality, battery wastage and the cost of going online to do so. However they liked having the option to use this tool if they ever needed to. Those in the 25-44 and 45+ age groups immediately began to discuss mobile advertising when the topic of mobile TV and video arose. Many found ads that appear before or during mobile TV and video to be annoying, however it would not stop them from using this medium because they 'can turn a blind eye'. There were conflicting opinions as to whether this form of advertising was effective or not. One respondent commented that they would not remember what the advert was a minute later. While another said that because their programmes were interrupted, they would 'have to' watch the advert and thus definitely remember it later. The ads that appear at the bottom of the mobile screen were said to be the easiest to ignore, but often they are clicked on accidently, one respondent found it 'a pain in the neck' when they were then taken away from what they were watching.

All respondents were aware of mobile apps and games; however one respondent in the 25-44 group had not been exposed to either and only half of those aged 45 plus had used mobile apps or games. Those who used apps were very fond of them, and found them to be 'handier'

than going onto the internet on their mobile phone. Fáilte Ireland (2012) and Alternatives (2012) suggest that having a logo on their mobile phone screen may encourage consumers to engage more often with the brand and on their own terms. Respondents admitted they were happy for companies to market to them using mobile app notifications because it was their own choice to download the app and also because they could control their notifications. Of the older respondents just two knew how to download a mobile app or game, others presumed it was straight forward they just had not done it themselves. When discussing mobile games, participants in the 25-44 focus groups pointed out that again, they often had to 'fight your way to the game because so many ads pop up first, which is annoying'. Still they knew they could just delete the app at any stage if they had to or if the ads became too annoying. The younger respondents in the 15-24 group mentioned they mostly used social networking apps, interestingly half the respondents in this group were also using banking apps, as were most of those in the 25-44 group.

Aligned with Econsultancy's (2012) findings, over one third of respondents in each focus group had never seen a QR code before, despite their apparent rising popularity. Those who owned a Blackberry phone in the 15-24 years age group said that QR codes were one way for them to add contacts to the 'BBM' instant messaging application on their phones, but this was the only reason they had used a QR code. Others within this group had used them to avail of a special offer or to gather more information from print media. They all agreed that QR codes seemed like a good idea, but were mostly confused as to how they worked. Those respondents aged 25 plus who had seen but never used a QR code explained they were unsure what they were for or how they worked, thus presumed they were irrelevant to them. It did not worry participants that they had not used QR codes and once the concept was explained

they thought it would still be easier to look up the information using mobile web rather than having to download a QR scanning app and learning how to use it.

Proximity and LBS had very little usage among respondents across all age groups. Just three respondents aged 25-44 years and one aged over 45 had used LBS on their mobile via an app. Their use mostly included for directions via Google Maps or for social networking, their use was controlled by using their mobile phone settings thus they felt secure. Not one respondent had been exposed to LBS using Bluetooth or IR in a retail setting, nor did they like the idea of this type of marketing fearing more intrusion, annoyance and repetition.

Mobile web and email was utilised by all respondents aged 15-44 years and by three quarters of those aged 45 and over. Those who did not use mobile web had the capability to do so but felt that either they 'didn't really need to' or were simply not interested in this MM tool. All other respondents were willing to be marketed to via email and were comfortable with using their mobile phones to visit a website or check their email. When questioned about preference between a mobile enhanced website or a standard mobile site, all respondents aged 15-24 chose a mobile enhanced site because it was easier to use, fitted their screen size better and was easier to read without having to zoom in and out. Despite a reported 64 per cent of organisations using mobile websites (King Fish Media, 2011), respondents highlighted that these were rare to see and they mostly saw standard websites because companies had not yet enhanced their websites. In contrast, one third of those aged 25-44 admitted they often leave a mobile enhanced website to use the standard one 'in case I'm missing something'. Those respondents revealed they often browsed through clothing retailer websites on their mobiles phones and therefore did not want to miss out on any products or special offers. The remaining respondents used mobile websites to get information they required quickly such as

a telephone number, therefore found mobile enhanced sites to be better. Those aged over 45 pointed out that viewing standard websites on their mobile phones often became 'too much hassle…they're all over the place…I would just leave the website'. When asked if they preferred a mobile website or an app, most chose an app because it took them to their desired location quicker and they found it to be more customised to them and their mobile phone.

To summarise the respondents' awareness of MM tools it is evident that QR codes and LBS were least popular, the concepts were found to be confusing and thus they were ignored. Participants engaged in positive conversation when referring to mobile apps, mobile web and email and content based mobile messages. Thus suggesting these are areas that managers should focus on if they want to develop relationships with their customers using MM.

After all the MM tools had been discussed the interviewer asked respondents which one they thought might have potential in the future. After much hesitation, mixed responses were given with LBS and QR codes most frequently mentioned among all three groups, cited eight and six times respectively across all groups . These were the tools that respondents were mostly unaware of until a few moments before the question had been asked. They may have chosen them because they perceived them as being 'new' and thus their initial reaction is to believe they have potential.

In order to examine the adoption of apps and the opportunities they present respondents were then asked in more detail about their usage of apps. Those aged 25-44 were clearly the heaviest users of mobile apps, with some respondents claiming to have between 60 and 75 apps on their phone. While it is difficult to know exactly how many apps one has on their mobile phone, given they are highly personal devices it was assumed respondents might be

able to guess roughly how many they had. The same group estimated they used between 5 and 25 per cent of their mobile apps on a daily basis. In line with research conducted by Thinkhouse (2012), those aged between 15and 24 guessed they had between five and 30 apps on their mobile phones and that they used approximately 20 per cent daily. Usage continued to decrease as age increased, with the 45+ group estimating they had between three and 20 apps, using just five per cent daily. This group did not define themselves as heavy users of mobile phones, thus their app usage is naturally low.

Thinkhouse (2012) also found that 81.6 per cent of their participants were willing to pay for a good app. This study saw respondents in all age groups admit they were willing to pay for an app if; it was one they really needed, they knew they would get a lot of use from it, or if they knew it was good. However when first asked many participants in the 45+ group stated they would not pay for an app because there are so many good free apps available to them. This opinion was rhymed in the 15-24 year olds group, where one respondent said they were willing to download 'second best' just to avoid paying for an app. They also said that most apps they were interested in were free anyway. Most respondents aged 25-44 had no issues with paying for a mobile app, the group agreed that while they would pay whatever was necessary, no one had spent more than €5 on a mobile app so far. Similarly just two respondents aged 15-24 had paid for apps, spending €2.99 and €3.99 respectively. When the subject of spending money using their mobile device came up, those in the 45+ group began to express a lack of confidence in purchasing over the mobile phone, with all respondents except one stating they were not comfortable making purchases this way.

4.3.3 Evaluation of Mobile Marketing

To stimulate objective thinking, the evaluation section assesses the benefits of MM to them, their negative experiences, if any, and their thoughts about the growth of MM in Ireland. The perceived benefits of MM to consumers were echoed across all three focus group where awareness of promotional offers and pricing information was the most frequently mentioned advantage. Respondents felt that MM kept them up to date by providing them with real time information without having to physically go into a store. Okazaki *et al.* (2007) suggested that attitudes toward the brand may impact consumer recall of a campaign. One respondent pointed out to the group that by receiving mobile communications from an organisation 'the name of that shop is always going to be with you, if you are looking for something, say Argos, it's always going to be in your head because you see that name on your phone a lot'. The other group members agreed with this participant's opinion. Varnali and Toker (2009) advise that MM should be highly relevant to consumers, after discussing the benefits of MM to them, participants critiqued by saying 'only if it is relevant though'. The issue of relevancy continued to be brought up throughout all focus groups repetitively emphasising its importance.

At least half of the respondents in each of the focus groups had had a negative experience relating to MM. Experiences related to phone credit scams, competition scams, being contacted too often, being unable to opt-out or unwelcome subscription services. Given the high rate of Irish consumers taking part in premium rate mobile services such as competitions (ComReg, 2009) these responses were not surprising. If respondents had not experienced negativity in MM themselves, the majority were able to identify a family member or friend who had. The younger focus groups' negative experiences tended to be related to offers or

subscription services they had signed up to. Whereas negative experiences in the 45+ group were mostly due to a lack of knowledge or experience with using a smartphone and managing their data plans as one respondent admitted 'because we don't understand everything on our mobile phones'. One respondent spoke about using Google Maps whilst visiting New York and returning home to a large phone bill. Despite advice that organisations should provide information on how the customer can stop receiving further company messages (Barwise and Strong, 2002), all three groups talked about the inability to opt-out of mobile messages sent to them. When queried if they had tried to report the organisations applicable respondents felt that 'was too much bother'. They were happy to discuss the names of the companies they had negative experiences with and that they had shared the story with many people on other occasions. This should therefore act as a warning to companies that negative MM may lead to harmful word of mouth potentially damaging their brand.

Despite Irelands mobile penetration rates soaring more than 15 per cent higher than global rates by March 2013 (ComReg, 2013, Ericsson, 2012), when asked how they thought Ireland compared in its use of MM to other countries, respondents in all three focus groups initially began by suggesting that Ireland were somewhat lagging behind in comparison to countries like America and the UK. Those aged 15-24 seemed to focus in on how long it took Ireland to catch up in terms of social media and mobile phone technology. They felt 'it just seems more limited in Ireland and when you're outside the country everything seems more advanced'. In contrast one respondent felt Ireland were at least catching up and other participants pointed out that it did not make a big difference to them because they were only engaging in the same mobile technologies that were available to their friends and families anyway. Similar opinions were expressed among the 25-44 year olds however they highlighted additional reasons for Irelands so called 'lagging' position. One respondent

thought Ireland was too small in terms of its population and geographical spread of its cities. 'Ireland is too rural for MM to work, especially in a marketing context'. All other respondents in this group agreed with this statement adding that 'big companies' are not investing in Ireland and they will be the leaders of MM. One commented 'I am behind…everyone else has copped on to something and then six months or a year later I come along. It takes ages for me to get on the band wagon'. They summarised with three others agreeing that 'I am very slow to get involved'. In addition one participant suggested that Ireland was lacking in terms of educating consumers about MM using the global popularity of Groupon as an example, implying it only works in Irish cities but still not to the extent it does in other countries. Those aged over 45 felt the same way; however this group pushed the focus back onto organisations that were not doing enough in terms of engaging them via MM. They agreed that while mobile phone usage was high and it was continuing to grow, there was a 'fear factor' among their own age group relating to trust that just did not exist with younger demographics. Graeff and Harmon (2002) found that older consumers were more sensitive to privacy issues and were less likely to use a credit card. Similarly, at this point everyone in the group admitted to having trust issues with MM because of 'scary 'stories they frequently heard.

The younger focus group participants felt that responsibility lay with Irish organisations to promote MM and with a lack of funds during the given recessionary times; they were unable to do so. Those aged 25 and older felt that a lack of consumer education contributed towards the growth of MM in Ireland. They felt that by educating consumers, their attitudes, acceptance and trust of MM would be enhanced. One respondent aged between 25 and 44 felt that Irish network providers had a role to play in terms of making mobile phones more affordable to own so that more MM could be embraced without the worry of data charges. It

is interesting to note the same issues being highlighted by consumers as those raised by managers and industry experts during phase one of the primary research in terms of the role of education.

4.3.4 Consumer Engagement

The consumer engagement theme examines consent and also ascertains consumer preferences. At least three quarters of respondents in each focus group had received some form of MM without having given the organisation their prior consent. Those who had not received anything were very forthcoming in pointing out they were extra vigilant about giving out their contact details thus explaining why they had not been subject to unwelcome MM. Other respondents aged between 15 and 44 assumed that companies shared information such as their telephone number or email addresses with each other. They felt that giving consent made no impact on what they received to their mobile phones. The literature found that consumer privacy concerns were one of the biggest challenges in MM (Smutkupt *et al.*, 2010; Fouskas *et al.*, 2005; Trappey and Woodside, 2005) and respondents in this study admitted that receiving unwelcome MM made them feel 'exposed' and left them wondering what other information organisations could get access to. All respondents were aware that they could opt-out of MM at any point; in particular they knew how to opt-out of receiving future text messages sent to their phones. At least two or three respondents in each focus who group had attempted to opt-out of a MM campaign were mostly unsuccessful. One respondent went on to say 'there are times you can't put a stop to them texting you, they have the authority over texting you, you've no say in it really…it's annoying'. Respondents in each group were asked how they gave consent to organisations to contact them. Responses were similar and included by filling in a form in store, online, entering a competition or

simply ticking a box on any given form which states that they give consent to be contacted for marketing purposes. Similar responses were given during the interviewing stage; this reveals that the managers interviewed were using standard methods for collecting consumer information.

When considering if they would like to seek out information or offers themselves or rather a company to contact them with them, the conversation among the 25-44 years old took an interesting turn around. Up until that point they had been considerably negative towards MM, but in answer to this question, all bar one respondent said they would prefer for the offers to be sent to them on their mobile phones. One vigilant respondent noticed the change in attitude and commented 'this has all changed, a while ago we were giving out about them and now we are saying we want them to send them'. The group surmised that they were happy to continue receiving MM to their phones even though it was not always relevant, in the hope that one day there would be a relevant message that they could take advantage of. This again highlights the importance of relevancy as found in the literature (Smutkupt *et al.*, 2010; Varnali and Toker, 2009; Dickinger *et al.*, 2004). In contrast the 15-24 year olds collectively decided they would rather seek out information or offers themselves 'instead of being pestered with messages and emails'. The older focus group respondents were evenly spilt on their opinions to this question, where one respondent admitted 'sometimes I read them, sometimes I just delete them'.

Respondents were then asked what they thought was an appropriate number of times to be contacted by a company via their mobile phone per month. Overall 72 per cent of all respondents said once a month was the appropriate number of times, this figure was consistent throughout all focus groups, with one or two respondents in each group stating

other responses such as once a week, never or once again that it was dependent on the message relevancy. Again this information will be of great interest to any organisation managing a MM campaign and should be taken into consideration when planning a MM strategy.

4.3.5 Mobile Marketing Best Practice

While participants discussed examples of MM they had been exposed to throughout the focus group, in order to realise what their expectations were in terms of MM the interviewer asked them to tell the group about a successful MM campaign they had heard of or experienced. Surprisingly only one or two respondents in each group could think of an example of 'best practice' in MM. In both the 25-44 and 45+ groups, one participant from each recalled how MM had been very successful for political parties in getting their message out to their audiences. One respondent over 45 described an app by Budweiser which offered its consumers a free pint of Budweiser if temperatures reached over 20 degrees. One respondent aged between 25 and 44 discussed that they thought mobile websites were great, claiming the speed and accessibility they offered were 'brilliant'. The respondent aged between 15 and 24 claimed to have heard about a campaign on Facebook where, when checked into a particular location, you would then receive information about the local area including restaurants, things to do and so on. The lack of responses to this theme indicates that the majority of participants have never really been fully engaged by MM nor are they completely aware of its potential to build a relationship between a brand and consumer.

4.4 Focus Groups Conclusion

No respondents spoke over affectionately about any particular brand. They also defined MM as sales and advertising related early on during the focus groups. These findings suggest that none of the companies contacting them have fully embraced a MM strategy that is either focused on building a relationship with the consumer or engaging with them through interactive content. Respondents were generally negative about MM during the early stages of the focus groups and while not all participants had experienced negativity themselves through MM, they had at least heard about someone else who had. This would indicate to companies considering MM that word of mouth will have a strong impact on consumer attitudes towards MM.

The overriding concern of respondents who took part in this study was their privacy. Their opinions of MM did not alter based on the size or location of the company sending them information Participants were happy to receive MM communications from organisations whom they had given consent to. However their next priority was that the content sent to them had to be relevant. Message relevancy impacted how they felt about receiving MM and also how often they welcomed communications to their mobile phone.

Towards the conclusion of the focus groups respondents commented that they had not realised how much of a role MM had played in their lives and how broad the topic was. Their negative opinions of MM in Ireland reflect that they felt Irish companies needed to do more with the technology available to them but also that consumers need to be more willing to be educated about MM and to embrace MM by overcoming the ‘fear factor’.

The findings from this stage of qualitative research indicate that Irish consumers are willing to be marketed to through the mobile medium and they want Irish companies to become more innovative with how they use MM. The challenge for Irish organisations is to overcome the associated negativity and that can be done by taking time to plan their MM strategy, segment and target their MM campaign communications to ensure relevancy, adhere to privacy guidelines and explain MM to customers on the front line if they have the opportunity to do so.

4.5 Qualitative Research Conclusion

It was interesting to find that opinions overlapped between phase one and two of the research and thus made a positive contribution towards the MM guidelines. Interviewees and focus group respondents both thought that Irish organisations were not as proactively involved in MM as they should be and both phases identified similar reasons for this. Consumers appear ready to fully embrace MM and interviewees were aware they need to spend more time on their MM strategies. Aligned with the second research objective to discover how trust, permission and privacy affect consumer acceptance of MM, the findings have revealed that more attention should be paid to the regulations surrounding MM. While, interviewees claimed they were complying with MM regulations, it was found that most consumers had experienced some kind of associated negativity. The findings from both phase one and two of the primary research have been analysed and have contributed towards phase three by helping to determine what questions were asked in the online survey in order to generalise Irish consumer attitudes to the wider population.

Chapter Five: Quantitative Findings and Analysis

5.0 Introduction

5.1 Online Survey Findings

5.1.1 Profile of Respondents

5.1.2 Mobile Marketing Attitudes and Experiences

5.1.3 Mobile Marketing Familiarity and Preferences

5.1.4 Mobile Applications

5.1.5 The Effectiveness of Push and Pull Mobile Marketing

5.2 Online Survey Findings Conclusion

5.3 Online Survey Data Analysis

5.3.1 Profile of Respondents

5.3.2 Understanding of and Attitudes Towards Mobile Marketing

5.3.3 Mobile Marketing Familiarity and Preferences

5.3.4 Mobile Applications

5.3.5 The Effectiveness of Push and Pull Mobile Marketing

5.4 Online Survey Data Analysis Conclusion

Chapter Five

Quantitative Findings and Analysis

5.0 Introduction

This chapter outlines the findings and analysis of an online survey conducted with consumers who agreed they had been exposed to MM. The research was undertaken by consumers living in the Republic of Ireland who owned a mobile phone and were aged 15 years or over. 452 respondents attempted the survey. Of these 263 completed the survey. As highlighted in Chapter Three because the total number of responses exceeded each quota, it was necessary to remove a certain number of surveys to achieve the required sample size of 200.

5.1 Online Survey Findings

This section of Chapter Five reports the findings of the online survey which are presented using a number of themes relating to the research objectives and the literature review. They include respondents profile, understanding of and attitudes towards MM, MM familiarity and preferences, mobile applications and the effectiveness of push versus pull MM.

5.1.1 Profile of Respondents

A quota sample of 200 respondents was collected, using age and gender as controls. Table 3.1 in Chapter Three illustrates a breakdown of the sample by the age and gender quotas on the basis of Census 2011 CSO population figures.

Respondents were also classified by their level of education (CSO, 2013b). Table 5.1 outlines respondents level of education and clearly shows that the majority had achieved a third level educational qualification. Combining second and third levels comprised 99 per cent of respondents.

Table 5.1 Respondents by Level of Education

Level of Education	**% of Respondents**
No Formal Education	1%
Primary Level	0%
Secondary Level	32%
Third Level	67%

Respondents were also classified by their occupation (CSO, 2013b). Figure 5.1 shows which occupation respondents held. Together three segments comprised 66.5 per cent of categories, these include clerical, management and government, professional, technical and health and the student category. It is not surprising to see that only 1.5 per cent of respondents occupied the building and construction category given the recent economic recession in the Republic of Ireland.

Leppäniemi and Karjaluoto (2005b) reported a lack of MM research focusing on income. Respondents were therefore classified by income in order to explore this relationship (Leppäniemi and Karjaluoto, 2008) which can be seen in table 5.2. The median is often used to summarise variables such as income (McDaniel and Gates, 2010). On a scale of one to six, the median score for income is three and thus falls between €21,601 and €30,000.

Figure 5.1 Respondents by Occupation

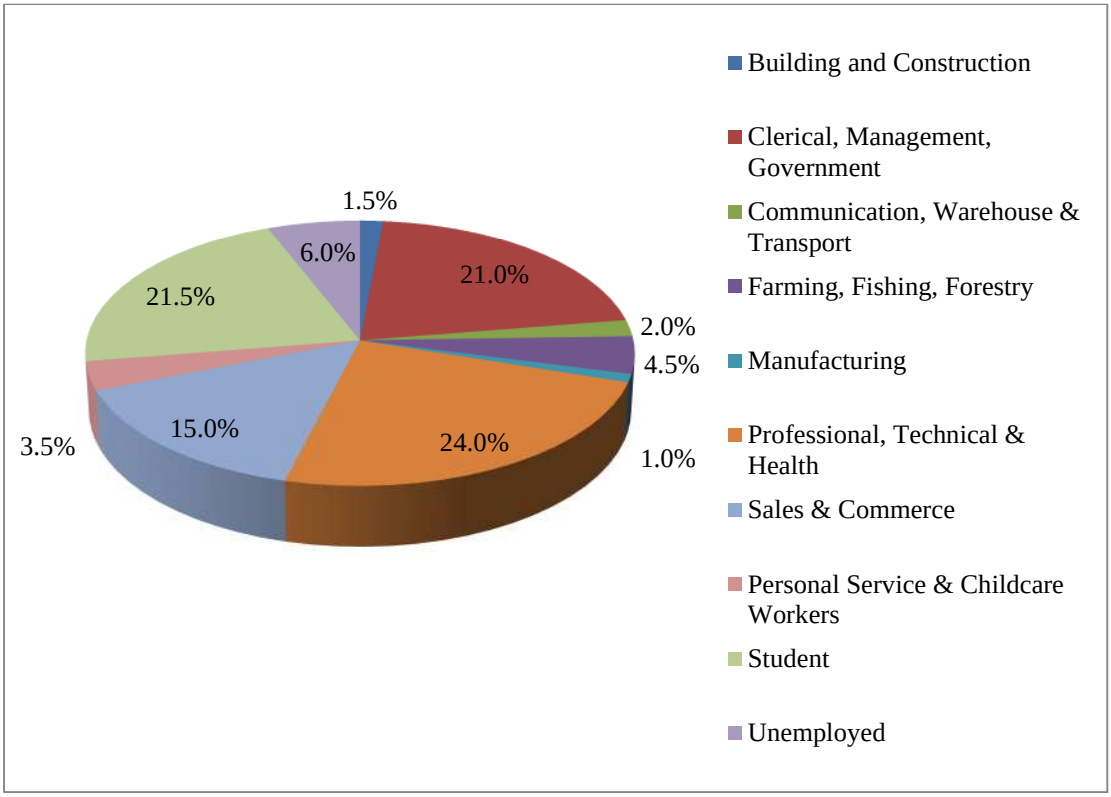


Table 5.2 Respondents by Level of Income

Income Level	% of Respondents
Under €12,000	22.5%
€12,001 - €21,600	17.5%
€21,601 - €30,000	13.5%
€30,001 - €38,400	13%
€38,401 - €48,000	9.5%
€48,001+	24%

The screening questions ensured that all respondents owned a mobile phone. A total of 83.3 per cent of respondents owned a smartphone. The remaining 16.5 per cent of respondents did not.

Respondents were asked to rank on a scale of one to five, where one was most used and five was least used, what they mostly used their mobile phone for. Mode values, which measure the value that occurs most frequently, can be seen in table 5.3. The figures show that respondents mostly used their mobile phones for calls, closely followed by texts and internet. Email and apps were used least on respondent's mobile phones.

Table 5.3 How Respondents Use Their Mobile Phones

	Mode Values				
	Calls	**Texts**	**Internet**	**Email**	**Apps**
1	**41.0%**	31.0%	18.0%	7.0%	3.0%
2	27.5%	**39.0%**	15.5%	11.5%	6.5%
3	18.0%	14.0%	**39.5%**	15.5%	13.0%
4	9.0%	9.0%	18.0%	**43.5%**	20.5%
5	4.5%	7.0%	9.0%	22.5%	**57.0%**

5.1.2 Mobile Marketing Attitudes and Experiences

Respondents were asked if they knew what MM was. Over half (56.5 per cent) of respondents answered 'yes'. A further 25.5 per cent of respondents said they were unsure and the remaining 18 per cent said they did not know what MM was. Those respondents who answered yes (113) were asked to give an explanation of what MM meant to them. Answers can be grouped into 4 categories.

1. Advertising, selling or promoting products or services
2. Negative comments e.g. ‘annoying us with adverts via mobile phone’
3. Positive comments e.g. ‘great for not missing a bargain’
4. A form of marketing including mobile messaging or other tools

Just over half (50.4 per cent) of respondents wrote that MM meant some form of advertising, selling or promotion to them. 34.5 per cent defined MM as some form of marketing; responses included reference to mobile messaging, apps, mobile web and email. 8.9 per cent of respondent directly referred to MM in a positive manner, commenting on its novelty and the advantages it offers them. The remaining 6.2 per cent of respondents referred to MM negatively, phrases such as annoying (two mentions), harassment (one mention) and irritation (two mentions) were used.

Respondents who said they knew what MM was were asked to indicate on a likert scale the degree to which they liked or disliked MM. Responses can be seen in table 5.4 and indicate that 38.9 per cent of respondents like MM to some degree. 31 per cent neither like nor dislike MM and 30.1 per cent of respondents dislike MM to some extent.

Respondents were also asked to indicate the extent to which they believed a set of adjectives described their opinion of MM. Adjectives were gathered from qualitative research phases. Responses can be seen in table 5.5. On a seven point scale, where positive adjectives represented one and negative adjectives represented seven, all sets of adjectives report mean scores between three and five. Slightly positive mean scores are reported for the MM adjectives interesting and trustful. Slightly negative mean scores are reported for MM

adjectives unwelcome and irrelevant to me suggesting that overall while respondents did not welcome MM they may find it somewhat interesting.

Table 5.4 Respondents Like of Mobile Marketing

Like of Mobile Marketing	% of Respondents
I really like it	15%
I like it somewhat	23.9%
Neither like or dislike	31%
I dislike it somewhat	13.3%
I really dislike it	16.8%

Table 5.5 Mobile Marketing Adjective Mean Scores

Mobile Marketing is…	Mean Score
Interesting – Boring	3.70
Welcome – Annoying	4.22
Relevant to me – Irrelevant to me	4.40
Trustful – Distrustful	3.97

Regarding the first three sets of adjectives overall between 27.5 and 28.5 per cent of respondents selected the neither/or option. The survey findings revealed that 43 per cent of respondents showed some degree of interest in MM and 29 per cent found it boring to some extent. On the welcome-annoying scale, 40.5 per cent of respondents reported they found MM annoying to some degree and almost one third (31 per cent) welcomed MM to some extent. On the relevant to me – irrelevant to me scale, 39 per cent of respondents found MM relevant to them to some degree. One third (33.5 per cent) reported they found MM to be

irrelevant to them to some extent, of this figure, 12.5 per cent found it completely irrelevant to them. On the final scale, trustful – distrustful, 43.5 per cent found MM to be distrustful to some degree. 34 per cent thought it was neither trustful nor distrustful and the remaining 22.5 per cent thought MM was trustful to some extent.

Over half of respondents (56.5 per cent) reported they had never had a negative MM experience. 27 per cent said that they previously had a negative MM experience and the remaining 16.5 per cent of respondents were unsure. Those who answered yes or unsure were then asked to tick any of the applicable negative experiences that applied to them. Respondents could provide multiple responses. Data can be seen in table 5.6 and clearly indicates the most frequent negative MM experience relating to respondents was being contacted too often. Two respondents ticked the other option. Their responses included 'kids game was free, but were then able to purchase in the game costing real money' and 'to upgrade apps'.

Table 5.6 Types of Negative Mobile Marketing Experiences (n= 87)

MM Negative Experience	**% of Respondents**
Contacted too Often	26%
Unwelcome Subscription Services	20.5%
Unable to Opt-Out	20%
Competition Scam	10%
Phone Credit Scam	9%
Other	1%

Table 5.7 illustrates the degree to which respondents agree or disagree with a series of statements about MM. The figures reveal that over two thirds of respondents (69 per cent) agree to some extent that it is acceptable to receive marketing communications on their mobile phone from companies they have shopped with. 18.5 per cent disagree with the statement to some extent and the remaining 12.5 per cent neither agree nor disagree.

The majority (94.5 per cent) of respondents agree to some extent that they prefer to be asked for permission before receiving marketing communications on their mobile phone. 4 per cent of respondents neither agree nor disagree and the remaining 1.5 per cent disagrees to some degree.

When asked if their attitudes towards a company were affected because of receiving unwanted marketing communication on their mobile phone 77.5 per cent of respondents agree to some extent. 13 per cent of respondent neither agree nor disagree and 9.5 per cent disagree with the statement to some degree.

The data illustrates that over two thirds of respondents (65.5 per cent) disagree to some extent that it is acceptable to receive marketing communications on their mobile phone from companies they have never shopped with. 24.5 per cent agree with the statement to some extent and the remaining 10 per cent neither agree nor disagree.

60.5 per cent of respondents agree to some extent that they know how to opt-out of marketing communications received on their mobile phones. 22 per cent neither agree nor disagree with this statement and the remaining 17.5 per cent disagree to some degree.

Table 5.7 Statements of Agreement or Disagreement regarding Mobile Marketing

Statement	% of Respondents				
	Strongly Agree	**Somewhat Agree**	**Neither Agree nor Disagree**	**Somewhat Disagree**	**Strongly Disagree**
Receiving marketing communications on my mobile phone from a company that I have shopped with is acceptable.	16.0%	**53.0%**	12.5%	10.0%	8.5%
I prefer to be asked for my permission before receiving marketing communications on my mobile phone.	**78.0%**	16.5%	4.0%	1.0%	0.5%
Receiving unwanted marketing communications on my mobile phone affects my attitudes towards that company.	**46.0%**	31.5%	13.0%	4.5%	5.0%
Receiving marketing communications on my mobile phone from a company that I have NEVER shopped with is acceptable.	9.5%	15.0%	10.0%	17.5%	**48.0%**
I know how to opt-out of marketing communications received on my mobile phone.	27.0%	**33.5%**	22.0%	10.5%	7.0%
Receiving marketing communications on my mobile phone without having given prior consent is acceptable.	2.0%	11.0%	11.5%	19.0%	**56.5%**
I am always given the option to opt-out of marketing communications received on my mobile phone.	12.0%	28.0%	**33.0%**	17.0%	10.0%
Receiving unwanted marketing communications on my mobile phone affects my future purchasing decisions.	28.0%	**37.0%**	24.5%	7.0%	3.5%

When asked if receiving marketing communications on their mobile phones without having given prior consent was acceptable the highest proportion (75.5 per cent) of respondents disagree to some extent. 13 per cent of respondents agree to some extent with the statement and the remaining 11.5 per cent neither agree nor disagree.

40 per cent of respondents agree to some extent that they were always given the option to opt-out of marketing communications received on their mobile phones. One third neither

agree nor disagree with the statement and the remaining 27 per cent of respondents disagree to some extent. These mixed responses are in line with findings from phase one of the research where managers admitted their inconsistency with including an opt-out option

When asked if receiving unwanted marketing communications on their mobile phones affected future purchasing decisions almost two thirds (65 per cent) of respondents agree to some degree. 24.5 per cent of respondents neither agree nor disagree with the statement and the remaining 10.5 per cent disagree to some extent.

5.1.3 Mobile Marketing Familiarity and Preferences

An interval ranked order scale was used to measure respondent's awareness of MM tools, where one was most aware and five was least aware. Response options were taken from the literature review and condensed to prevent respondent confusion and fatigue. Mean scores indicate that respondents were most aware of mobile messaging (1.71) and mobile web and email (2.63). Mobile apps and games reported a mean score of 2.75. Respondents were least aware of QR codes and proximity and LBS, reporting mean scores of 3.65 and 4.27 respectively.

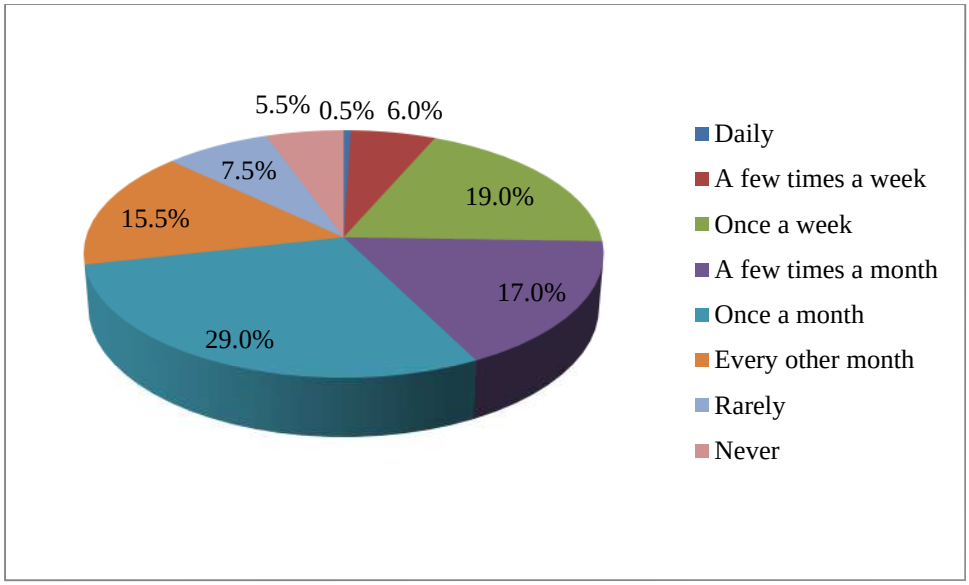
Table 5.8 illustrates respondent's preferred MM tools through which companies should communicate with them. Respondents were asked to tick all options that applied to them. They reported that they mostly preferred organisations to communicate with them through mobile messaging and mobile web and email with 63.5 per cent and 64 per cent of respondents selecting these options respectively.

Table 5.8 Mobile Marketing Tool Preference

MM Tool	No. of Respondents
Mobile Messaging	127
QR Codes	11
Apps and Games	34
Mobile Web and Email	128
Proximity and Location Based Services	24

Respondents have reported that 60 per cent are receiving MM messages at least once a week. 21.5 per cent of this figure receives daily messages. 27 per cent report they are receiving MM between a few times a month and every other month and the remaining 13 per cent rarely receive MM.

Figure 5.2 Appropriate Number of Times to be Contacted



When asked what they thought were an appropriate number of times to be contacted by a company on their mobile phones 61.5 per cent of respondents agreed between a few times a

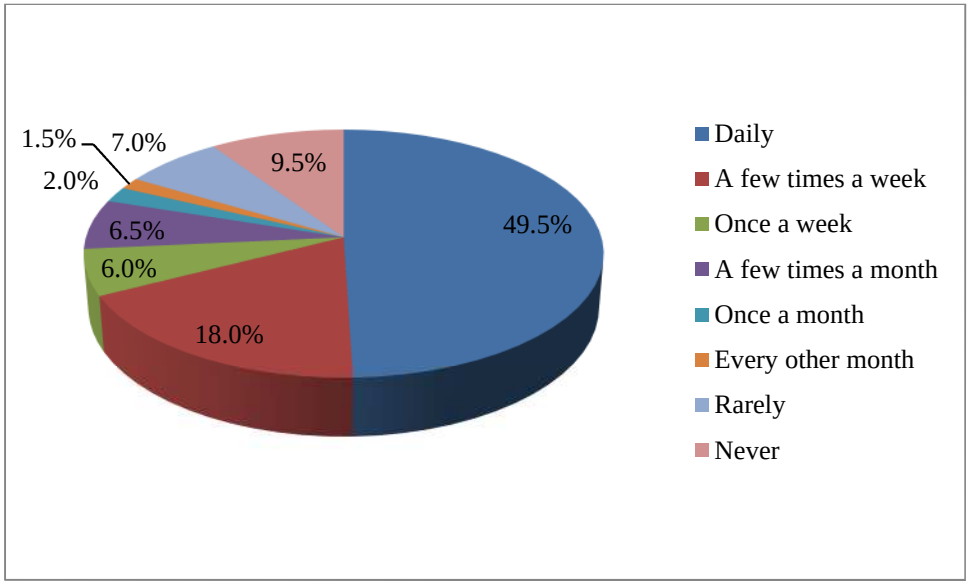
month to every other month was appropriate. Of this figure 29 per cent agreed once a month was appropriate. Just over one quarter (25.5 per cent) of respondents thought that it was appropriate to be contacted on a weekly basis and the remaining 13 per cent responded rarely or never. An overview of responses can be seen in figure 5.2.

5.1.4 Mobile Applications

Respondents were asked to define their use of mobile apps. Response options were adapted from Suki and Suki (2007). The highest proportion (42.5 per cent) of respondents reported they were light users of mobile apps. 35 per cent classified themselves as medium mobile app users and the remaining 22.5 per cent said they were heavy users of mobile apps. Figure 5.3 reports that almost half (49.5 per cent) of respondents use mobile apps on a daily basis. Almost one quarter (24 per cent) use them on a weekly basis. 16.5 per cent rarely or never use mobile apps and the remaining 10 per cent use them between a few times a month and every other month.

Those who said they used mobile apps on a daily basis were then asked how many apps they used daily. A total of 99 respondents answered this question. The majority (91.9 per cent) of respondents reported a use of less than 10 apps on a daily basis. Of this figure 47.5 per cent used less than five apps on a daily basis. Just 6.1 per cent of respondents claimed to use between 11 and 20 apps per day and the remaining two per cent used over 21 apps daily.

Figure 5.3 Frequency of Mobile App Usage (n= 99)



A total of 47.5 per cent of respondents agreed they were sometimes willing to pay for a mobile app. The remaining 52.5 per cent were not willing to pay for an app. Those who said they were sometimes willing were then asked if they had ever paid to upgrade from a free mobile app to a premium version. A total of 95 respondents answered this question. Respondents were almost evenly split with 47.4 per cent answering yes. The remaining 52.6 per cent had never paid to upgrade a mobile app.

5.1.5 The Effectiveness of Push and Pull Mobile Marketing

In order to explore the effectiveness of push versus pull MM, respondents were asked some questions regarding their mobile app settings on their phones and their preferences about information being sent to them. Focus groups revealed that respondents had different setting preferences for the various types of mobile apps they had on their mobile phones. Thus when asked if they shared their location and if they switched on app notifications, response options included 'for some apps only'. Responses can be seen in table 5.9. Similar responses were

found for these questions where almost half of respondents (43 per cent and 46 per cent) in both scenarios did not share their location or switch on app notifications on their mobile phones. Approximately one third of respondents shared their location or switched on app notifications for some apps only on their mobile phones.

Table 5.9 Respondent Location Sharing and App Notification Settings

	Yes	**No**	**For some apps only**	**Unsure**
Share Location	16.5%	43%	37.5%	3%
Switch Notifications on	17.5%	46%	30%	6.5%

Respondents were then asked to mark their preference regarding three statements on a scale of one to seven, where one was highly preferred and seven was not at all preferred. Table 5.10 illustrates the mean scores and indicates that overall that respondents prefer to seek out information and special offers themselves, they prefer to be in control of the frequency of messages they receive and are somewhat balanced in their preference regarding companies contacting them with information and special offers.

Table 5.10 Respondent Preferences

Statement	**Mean Score**
I prefer to seek out information and special offers myself	2.64
I prefer a company to contact me with information and special offers	3.99
I prefer to be in control of the frequency of messages I receive	2.03

5.2 Online Survey Findings Conclusion

The findings reported here illustrate that the majority of respondents owned a smartphone (83.3 per cent), and used their phones mostly to make phone calls and for texting. Half the respondents were aware of MM, with the majority believing it is some form of advertising, selling or promotion of products or services. There was a balanced opinion in respondents' like or dislike of MM and over half of respondents reported they had a negative MM experience, mostly relating to being contacted too often (26 per cent).

In general respondents do not mind receiving marketing communications from companies they have shopped with (69 per cent). They do not think it is acceptable to receive communications from those they have not shopped with. Respondents prefer to be asked for permission before being contacted on their mobile phone (94.5 per cent) and most think it is not acceptable for companies to contact them without prior consent (75.5 per cent). Generally respondents reported that their attitudes towards a company were affected because of receiving unwanted marketing communications on their mobile phone, and they confirmed this would have an effect on their future purchasing decisions. Most respondents knew how to opt-out of MM (60.5 per cent). Meanwhile there were mixed views regarding whether they were always given the option to opt-out.

MM tools with the highest level of awareness and most preference for MM were mobile messaging and mobile web and email, closely followed by apps and games. QR codes and proximity and LBS were the least know or preferred tool for MM communications. Most respondents reported they were receiving MM weekly (60 per cent); however, the majority would prefer to receive MM once a month (61.5 per cent).

Respondents mainly described themselves as light to medium users of mobile apps (65 per cent). Further data supports this with only half of respondents using apps on a daily basis. The majority of this figure used less than 10 apps daily. Respondent's answers were almost evenly split when discussing if they were sometimes willing to pay for an app. Of those who were willing, only half had paid to upgrade to a premium app.

Half of respondents do not share their location or switch on notifications within their app settings on their mobile phone, however one third reported they were selective in which apps they did this for. In general respondents indicated that they prefer to seek out information and special offers themselves and prefer to be in control of the frequency of messages they receive. Respondents expressed split opinions regarding their preference over companies contacting them with information and special offers.

These findings are subject to further analysis in section 5.3 and provide the basis for recommendations made and conclusions drawn in Chapter Six.

5.3 Online Survey Data Analysis

This section of Chapter Five represents a detailed analysis of the findings reported in section 5.2. A number of statistical tests were carried out using SPSS and include; cross tabulations, means, chi-square, t-tests and ANOVA in order to determine significant differences between variables. A Chi-square test for independence is used to explore the relationship between two categorical variables by comparing the observed frequencies with the expected values if there was no association. T-tests are also used to compare the mean scores of two different groups of people or conditions. ANOVA compares the variability in scores between three or more different groups with the variability within each of the groups (Pallant, 2010).

The statistical analysis is presented using the same themes under which the findings were explained. These themes which relate to the research objectives were identified in the literature review and include; respondents profile, understanding of and attitudes towards MM, MM familiarity and preferences, mobile applications and the effectiveness of push versus pull MM.

Relationships amongst variables depending on gender, age, level of education, occupation and income were explored. A number of relationships have been found to be statistically significant. The key relationships were between: consumers age and their use of mobile apps; consumers age and their attitudes towards MM; consumers gender and their MM preferences; respondents attitudes towards MM and the likelihood of them sharing their location with an app or switching on app notifications; consumer preferences and negative MM experiences; and finally between consumer preferences and their like of MM. The full list of hypotheses is outlined in Appendix F. Only those significant hypotheses where the

null hypothesis was rejected are discussed in detail in this chapter (statistical analysis outputs are outlined in appendix G).

5.3.1 Profile of Respondents

Controls categorised under the 'profile of respondents' in section 5.2.1 have been discussed in relation to the variables. They have been tested against in the latter sections of this chapter.

5.3.2 Understanding of and Attitudes Towards Mobile Marketing

One of the researcher's objectives is to investigate consumer attitudes towards MM. Thus exploring what influences those attitudes will help with the long term development of MM as a strategic marketing tool. A series of statements were therefore tested in the survey using a seven point semantic differential scale. The mean score for the interesting – boring scale equalled 3.70. The mean score for the relevant to me – irrelevant to me scale equalled 4.40. Statistical analysis illustrates that those aged 25-44 years found MM more interesting and relevant than those aged 45 years and over therefore the following null hypotheses were rejected.

H0: There is no relationship between age and how interesting or boring respondents find MM

H1: There is a relationship between age and how interesting or boring respondents find MM

A one-way between-groups analysis of variance was conducted to explore the impact of age on how interesting or boring respondents found MM, as measured by the Life Orientation (LOT). Participants were divided into three groups according to their age (Group 1:15-24

years; Group 2: 25-44years; Group 3: 45 years and over). There was a statistically significant difference at the $p < .05$ level in LOT scores for two age groups: $F (2, 197) = 5.66$, $p= 0.004$. Despite reaching statistical significance, the actual difference in the mean scores between groups was small. The effect size, calculated using eta squared, was 0.05. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 2 (M= 3.25, SD=1.66) was significantly different from Group 3 (M= 4.11, SD= 1.72). There were no other significant differences between groups.

H0: There is no relationship between age and how relevant or irrelevant respondents find MM to them

H2: There is a relationship between age and how relevant or irrelevant respondents find MM to them

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for two age groups: $F (2, 197) = 3.283$, $p= 0.04$. The difference in the mean scores between groups was small. The effect size, calculated using eta squared, was 0.03. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 2 (M= 3.63, SD=1.75) was significantly different from Group 3 (M= 4.32, SD= 1.846). There were no other significant differences between groups.

Amin *et al.* (2011) claim that consumer's attitudes towards MM have an effect on their acceptance of it. When explored further during focus groups it became clear that most respondents received MM that was irrelevant to them hence they perceived MM to be relatively boring. Over half of the focus group respondents in the 25-44 years group used the

term ‘annoying’ to describe MM. However the same group went on to reveal that if they were receiving something that was relevant to them, it made a difference in how they felt towards MM. In contrast, the literature review identified many studies which found that age did not have an influence on consumers perceptions or acceptance of MM (Haghirian *et al.*, 2005; Brackett and Carr, 2001; Phelps, Nowak and Ferrell, 2000). Therefore the findings of this research make a contribution to research by identifying that consumer attitudes towards MM are affected by age.

Additionally how respondents defined their use of mobile apps was also an important variable to test against. 42.5 per cent of respondents reported they were light users of mobile apps. 35 per cent classified themselves as medium mobile app users and the remaining 22.5 per cent said they were heavy mobile app users. Further statistical analysis indicates that those who define themselves as heavy mobile app users found MM more interesting and relevant to them than those who defined themselves as light app users therefore the following null hypotheses were rejected.

H0: There is no relationship between how respondents define their use of mobile apps and how interesting or boring respondents find MM

H3: There is a relationship between how respondents define their use of mobile apps and how interesting or boring respondents find MM

A one-way between-groups analysis of variance was conducted There was a statistically significant difference at the $p < .05$ level in LOT scores for the three groups: $F (2, 197) = 9.294$, $p= 0.000$. The difference in the mean scores between groups was medium. The effect size, calculated using eta squared, was 0.09. Post-hoc comparisons using the Tukey HSD test

indicated that the mean score for Group 1 (M= 4.28, SD= 1.729) was significantly different from Group 2 (M= 3.29, SD= 1.678) and Group 3 (M= 3.24, SD= 1.401). There were no other significant differences between groups.

H0: There is no relationship between how respondents define their use of mobile apps and how relevant or irrelevant respondents find MM to them

H4: There is a relationship between how respondents define their use of mobile apps and how relevant or irrelevant respondents find MM to them

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for two groups: $F (2, 197) = 11.982$, $p= 0.000$. The difference in the mean scores between groups was medium. The effect size, calculated using eta squared, was 0.11. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 (M= 4.64, SD= 1.778) was significantly different from Group 2 (M= 3.61, SD= 1.679) and Group 3 (M= 3.27, SD= 1.543). There were no other significant differences between groups.

The focus groups revealed that those who used apps were very fond of them, and found them to be 'handier' than going onto the internet on their mobile phone. Respondents were happy for companies to market to them using mobile apps because it was their own choice to download the app. The literature review identified that 78 per cent of Púca's (2011) survey participants aged over 18 had downloaded apps. Meanwhile Thinkhouse (2012) found that 78.5 per cent of 15-35 year olds had more than 10 apps on their phone with 88.7 per cent saying they used less than ten apps daily. The literature and findings from primary research suggest that apps have been heavily adopted by consumers in Ireland. They also indicate that

consumers are more willing to be marketed to via mobile apps thus they present an opportunity for managers.

Jayawardhena *et al.* (2009) claim that consumers' willingness to take part in permission-based MM is influenced by their experience with MM. 27 per cent of online survey respondents said they previously had a negative MM experience and 16.5 per cent were unsure. Being contacted too often was the most common negative MM experience reported. Thus the effect of negative MM experiences was tested against a number of variables. Further statistical analysis indicates that those respondents who had not had a negative MM experience were more trusting of MM than those who were unsure. Statistical analysis also shows that the purchasing decision of those who had a negative MM experience was more likely to be affected due to receiving unwanted marketing communications on their mobile phone. Therefore the following null hypotheses were rejected.

H0: There is no relationship between how trustful or distrustful respondents find MM and negative MM experiences

H5: There is a relationship between how trustful or distrustful respondents find MM and negative MM experiences

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for one group: $F(2, 197) = 5.855$, $p = 0.003$. The difference in the mean scores between groups was medium. The effect size, calculated using eta squared, was 0.06. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 2 ($M = 4.12$, $SD = 1.504$) was significantly different

from Group 3 (M= 5, SD= 1.173). There were no other significant differences between groups.

H0: There is no relationship between negative MM experiences and respondents future purchasing decisions being affected due to receiving unwanted marketing communications on their mobile phone

H6: There is a relationship between negative MM experiences and respondents future purchasing decisions being affected due to receiving unwanted marketing communications on their mobile phone

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for one group: $F (2, 197) = 8.553$, $p= 0.000$. The difference in the mean scores between groups was medium. The effect size, calculated using eta squared, was 0.08. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 (M= 1.76, SD= 0.91) was significantly different from Group 2 (M= 2.44, SD= 1.043). There were no other significant differences between groups.

At least half of the respondents in each of the focus groups had had a negative experience relating to MM. Similar to the online survey findings, focus groups also highlighted that many respondents had bad opinions of MM because of negative experiences relating to being contacted too often or some kind of scam. Both qualitative and quantitative findings are aligned with literature which identified that intruding mobile phones with messages that are unwanted raises concerns about consumer acceptance and trust in MM (Smutkupt *et al.*, 2010).

5.3.3 Mobile Marketing Familiarity and Preferences

By discovering consumer's preferences for MM and those factors which impact them, the researcher will satisfy the second research objective. Respondents were asked to tick all options that applied to them and they reported that they mostly preferred organisations to communicate with them through mobile messaging and mobile web and email with 63.5 per cent and 64 per cent of respondents selecting these options respectively. Consumer preferences were therefore statistically tested against age. Cross tabulations reveal that mobile web and email were most preferred by those aged 25-44 years with 74 per cent of this age group selecting this MM tool. This figure made up almost half (46.9 per cent) of all those who selected mobile web and email as their preferred MM tool. The statistical analysis resulted in the rejection of the following null hypotheses.

H0: There is no relationship between age and respondents preferred MM tool for companies to communicate with them on (mobile web and email)
H7: There is a relationship between age and respondents preferred MM tool for companies to communicate with them on (mobile web and email)

A Chi-square test for independence indicated a significant difference association between age and respondents preference for companies to communicate with them using mobile web and email, χ^2 (2, n=200) = 6.542, p= 0.038, phi = 0.181 (small effect).

During the focus groups it became clear that all respondents mostly used their phones to make phone calls and for mobile messaging. Messaging however was more popular among 15-24 year olds. When asked about their use of mobile web and email, all respondents aged

15-44 years had used this tool and three quarters of those aged over 45 had used mobile web and email. Of these, all focus group respondents were willing to be marketed to via email and were comfortable with using their mobile phones to visit a website or check their email. There is no reported evidence in the literature which states a relationship between age and preference for companies to use mobile web or email to communicate with consumers. However the literature revealed that young consumer markets preferred mobile messaging as their favourite way to communicate because it was convenient, useful and easy to use (Amin *et al.*, 2011) which is similar to the focus group findings.

38.9 per cent of respondents (n = 113) reported they liked MM to some degree in the online survey. 31 per cent neither liked nor disliked MM and 30.1 per cent of respondents disliked MM to some extent. The degree to which respondents like MM was therefore measured against what respondents believe is an appropriate number of times to be contacted by a company on their mobile phone. The analysis illustrates that the more respondents liked MM; the appropriate number of times to be contacted became more frequent. Conversely, as dislike with MM increased the appropriate number of times to be contacted became less frequent. The statistical analysis resulted in the rejection of the following null hypotheses.

H0: There is no relationship between respondents like of MM and what respondents believe is an appropriate number of times to be contacted by a company on their mobile phone
H8: There is a relationship between respondents like of MM and what respondents believe is an appropriate number of times to be contacted by a company on their mobile phone

A one-way between-groups analysis of variance was conducted There was a statistically significant difference at the $p < .05$ level in LOT scores for the eight sets of groups: F (6,

106) = 6.270, p= 0.000. The difference in the mean scores between groups was large. The effect size, calculated using eta squared, was 0.26. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 (M= 2.20, SD= 1,095) was significantly different from Group 6 (M= 4.33, SD= 1.118) and Group 7 (M= 4.33, SD= 0.816). Group 2 (M= 2.37, SD= 1.079) was also significantly different from group 6 and 7. Group 3 (M= 2.48, SD= 1.030) was significantly different from group 6 and 7. And additionally group 4 (M= 2.97, SD= 1.207) was significantly different from group 6 and 7. There were no other significant differences between groups.

There were resounding negative opinions toward MM across all three focus groups and 72 per cent of all focus group respondents thought that once a month was the appropriate number of times to be contacted by a company on their mobile phone. These findings are thus similar to the online survey results which found 61.5 per cent of respondents agreed between a few times a month to every other month was appropriate. Of this figure 29 per cent agreed once a month was appropriate. These findings make a new contribution to research as no similar variables have been examined in the literature reviewed. They suggest that if MM is carried out effectively, consumers will be more willing to receive marketing on their mobile phones.

5.3.4 Mobile Applications

An examination of mobile apps was outlined as one of the research objectives in order to discover the opportunities they present to managers. Once again how respondents defined their use of mobile apps was also an important variable to test against age. 42.5 per cent of

respondents reported they were light users of mobile apps. 35 per cent classified themselves as medium mobile app users and the remaining 22.5 per cent said they were heavy mobile app users. Cross tabulations have identified that as respondents age increases so does the likelihood of them defining themselves as light mobile app users. In addition cross tabulations show that the 25-44 year old group define themselves as the heaviest mobile app users when compared to other age groups, this statistic is aligned with focus group findings. The statistical analysis resulted in the rejection of the following null hypotheses.

H0: There is no relationship between age and how respondents define their use of mobile apps

H9: There is a relationship between age and how respondents define their use of mobile apps

A Chi-square test for independence indicated a significant difference association between age and how respondents define their use of apps, χ^2 (4, n=200) = 25.920, p = 0.000, phi= 0.255 (medium effect).

Focus group findings were similar to online survey results. During the focus groups 25-44 year olds were unveiled as the heaviest users of mobile apps and in general, app usage decreased with age too. The literature suggests that having a logo on the mobile phone screen may encourage consumers to engage with the brand more often than usual, and on their own terms (Alternatives, 2012; Fáilte Ireland, 2012). Púca (2011) found that 78 per cent of their respondents had downloaded a mobile app on their smartphones and slightly different to the online survey findings, their figure peaked among 18-34 year olds.

47.5 per cent of online survey respondents were sometimes willing to pay for a mobile app. Statistical analysis also indicates of those who are sometimes willing to pay for an app, 69.5 per cent are heavy or medium self-defined users of mobile apps. The statistical analysis resulted in the rejection of the following null hypotheses.

H0: There is no relationship between how respondents define their use of mobile apps and respondent's willingness to sometimes pay for an app

H10: There is a relationship between how respondents define their use of mobile apps and respondent's willingness to sometimes pay for an app

A Chi-square test for independence indicated a significant difference association between how respondents define their use of mobile apps and respondents willingness to sometimes pay for an app, χ^2 (2, n=200) = 11.308, p= 0.004, phi = 0.238 (medium effect).

Similar to focus group findings this statistic indicates that the heavier the user is of mobile apps they more likely they are to be sometimes willing to pay for a mobile app. Focus groups found that most respondents were willing to pay for an app if it was relevant to them and one they really needed. Willingness to pay for apps was most popular among 25-44 years, the heaviest users of apps. It is also important to note that managers during phase one of the research were highly aware of mobile apps. Similarly, Thinkhouse (2012) found that 81.6 per cent of respondents were happy to pay for a good app.

LBS can pinpoint a mobile phones exact location and send information or offers to the consumer when and where they are most likely to purchase (Xu *et al.*, 2009) through apps or a number of other tools discussed in the literature review. Online survey findings revealed

that almost half of respondents (43 per cent and 46 per cent) of respondents did not share their location or switch on app notifications on their mobile phones. Approximately one third of respondents shared their location or switched on app notifications for some apps only. Further statistical analysis indicates that the more welcome MM was, the more likely they were to share their location with apps and switch on app notifications. Conversely the more annoying respondents found MM; the less likely they were to share their location with apps or switch on app notifications. The analysis also indicates that the more relevant they found MM was, the more likely they were to share their location with apps and switch on app notifications. Conversely the more irrelevant respondents found MM; the less likely they were to share their location with apps or switch on app notifications. Finally the analysis indicates that the more distrustful they found MM, the less likely they were to share their location with apps or switch on app notifications. The statistical analysis resulted in the rejection of the following null hypotheses.

H0: There is no relationship between respondents sharing their location with apps and how welcome or annoying respondents find MM

H11: There is a relationship between respondents sharing their location with apps and how welcome or annoying respondents find MM

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for two groups: $F (3, 196) = 6.963$, $p= 0.000$. The difference in the mean scores between groups was medium. The effect size, calculated using eta squared, was 0.10. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 ($M= 3.33$, $SD= 1.689$) was significantly different

from Group 2 (M= 4.73, SD= 1.697). Group 2 was significantly different to Group 3 (M= 3.97, SD= 1.498). There were no other significant differences between groups.

H0: There is no relationship between respondents switching on app notifications and how welcome or annoying respondents find MM

H12: There is a relationship between respondents switching on app notifications and how welcome or annoying respondents find MM

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for two groups: $F (3, 196) = 9.395$, $p= 0.000$. The difference in the mean scores between groups was medium. The effect size, calculated using eta squared, was 0.13. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 (M= 3.09, SD= 1.721) was significantly different from Group 2 (M= 4.73, SD= 1.52). Group 1 was significantly different from Group 3 (M= 4.05, SD= 1.672). There were no other significant differences between groups.

H0: There is no relationship between respondents sharing their location with apps and how relevant or irrelevant respondents find MM to them

H13: There is a relationship between respondents sharing their location with apps and how relevant or irrelevant respondents find MM to them

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for two groups: $F (3, 196) = 8.093$, $p= 0.000$. The difference in the mean scores between groups was medium. The effect size, calculated using eta squared, was 0.11. Post-hoc comparisons using the Tukey HSD test

indicated that the mean score for Group 1 (M= 3.12, SD= 1.691) was significantly different from Group 2 (M= 4.59, SD= 1.824). Group 2 was significantly different to Group 3 (M= 3.59, SD= 1.586). There were no other significant differences between groups.

H0: There is no relationship between respondents switching on app notifications and how relevant or irrelevant respondents find MM to them

H14: There is a relationship between respondents switching on app notifications and how relevant or irrelevant respondents find MM to them

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for two groups: $F (3, 196) = 8.201$, $p= 0.000$. The difference in the mean scores between groups was medium. The effect size, calculated using eta squared, was 0.11. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 (M= 3.29, SD= 1.840) was significantly different from Group 2 (M= 4.55, SD= 1.854). Group 3 (M= 3.38, SD= 1.427) was significantly different from Group 2. There were no other significant differences between groups.

H0: There is no relationship between respondents sharing their location with apps and how trustful or distrustful respondents find MM

H15: There is a relationship between respondents sharing their location with apps and how trustful or distrustful respondents find MM

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for two groups: $F (3, 196) = 4.365$, $p= 0.005$. The difference in the mean scores between groups was medium. The effect size,

calculated using eta squared, was 0.06. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 (M= 4, SD= 1.275) was significantly different from Group 2 (M= 4.80, SD= 1.509). Group 2 was significantly different to Group 3 (M= 4.09, SD= 1.406). There were no other significant differences between groups.

H0: There is no relationship between respondents switching on app notifications and how trustful or distrustful respondents find MM

H16: There is a relationship between respondents switching on app notifications and how trustful or distrustful respondents find MM

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for one group: $F (3, 196) = 3.468$, $p= 0.017$. The difference in the mean scores between groups was small. The effect size, calculated using eta squared, was 0.05. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 (M= 3.83, SD= 1.543) was significantly different from Group 2 (M= 4.71, SD= 1.472). There were no other significant differences between groups.

Proximity and LBS had very little usage among focus group respondents across all age groups and managers during phase one were mostly unaware of the opportunities available to them through LBS. Mobile phone owners can dictate the frequency of notifications sent to them by mobile apps and if they are pushed or pulled. Focus group respondents were happy to use app notifications because it was their own choice to download the app and also because they could control them. Bamba and Barnes (2007) comment that consumers decision to use LBS are affected by their concerns relating to the violation of their privacy. Púca (2011)

found that 28 per cent of respondents had no problem in sharing their location so long as their data was secure, however 27 per cent of respondents did not want a brand to know their location. This research complements the online survey findings which highlight that those who find MM trusting, relevant and welcome are more likely to engage in LBS by switching on app notifications or sharing their location with mobile apps. The challenge for marketers thus is to build the trust with consumers by developing relevant content which will in turn lead to MM being more welcome.

5.3.5 The Effectiveness of Push and Pull Mobile Marketing

One of the objectives of this research was to investigate push versus pull MM strategies in terms of consumer attitudes. Most traditional forms of MM used SMS as a tool for push strategies to date. However, regulations surrounding privacy (The European Union, 2013) have meant that managers must gain permission from consumers to contact them, thus promoting the use of pull marketing. Earlier findings from the online survey show that 78 per cent of respondents prefer to be asked for permission before receiving MM. The survey findings illustrate a mean score of 3.99 with regards to consumer preferences for a company to contact them with information and special offers on their mobile phone on a scale of one to seven, where one was highly preferred and seven was not at all preferred. Interestingly, further statistical analysis indicates that women have a stronger preference for companies to contact them with information and special offers on their mobile phone than men do. The statistical analysis resulted in the rejection of the following null hypotheses.

H0: There is no relationship between gender and respondents preference for a company to contact them with information and special offers on their mobile phone

H17: There is a relationship between gender and respondents preference for a company to contact them with information and special offers on their mobile phone

An independent-samples t-test was conducted to compare gender scores with respondent's preference for a company to contact them with information and special offers on their mobile phone. There was a significant difference in scores for males (M= 4.49, SD= 1.906) and females (M= 3.51, SD= 2.028; t (197) = 3.492, p= 0.001, two tailed). The magnitude of the differences in the means (mean difference = 0.975, 95% cl: 0.424 to 1.526) was moderate (eta squared = 0.058).

During the focus groups, all except one respondent in the 25-44 year group said they would prefer for the offers to be sent to them on their mobile phones rather than seeking out the information themselves. The 15-24 year olds collectively decided they would rather seek out information or offers themselves. There did not however appear to be any differences in preferences by gender. The literature identified different opinions as to whether gender has an effect on MM acceptance. Leppäniemi and Karjaluoto (2008) and Trappey and Woodside (2005) both found that women are more actively involved with mobile media than men are. They suggest that MM campaigns directed towards females are designed differently than those towards males. This research however has found a moderate mean difference of 0.975 therefore may be more aligned with Okazaki *et al.*'s (2007) suggestion that differences in gender effects with regards to MM trust and attitudes are not significant enough to justify more targeting of women.

The same preference statement was tested to identify a relationship between it and consumers who had previously had a negative MM experience. Further statistical analysis illustrates that

those who did have a negative MM experience were less likely to want a company to contact them with information and special offers on their mobile phone. The statistical analysis resulted in the rejection of the following null hypotheses.

H0: There is no relationship between negative MM experiences and respondents preference for a company to contact them with information and special offers on their mobile phone

H18: There is a relationship between negative MM experiences and respondents preference for a company to contact them with information and special offers on their mobile phone

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for one group: $F (2, 196) = 4.798$, $p= 0.009$. The difference in the mean scores between groups was small. The effect size, calculated using eta squared, was 0.05. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 ($M= 4.61$, $SD= 2.023$) was significantly different from Group 2 ($M= 3.63$, $SD= 1.973$). There were no other significant differences between groups.

At least half of the respondents in each of the focus groups had had a negative experience relating to MM. Similar to the online survey findings, focus groups also highlighted that many respondents had bad opinions of MM because of negative experiences relating to being contacted too often or some kind of scam. Both qualitative and quantitative findings are aligned with literature which identified that intruding mobile phones with messages that are unwanted raises concerns about consumer acceptance and trust in MM (Smutkupt *et al.*, 2010).

Control preferences were also tested against gender and negative MM experiences. The survey findings illustrate a mean score of 2.03 on a scale of one to seven where one was highly preferred and seven was not at all preferred with regards to consumer preference to be in control of the frequency of messages they receive on their mobile phone. In addition the survey findings also show a mean score of 2.64 on the same scale with regards to respondent's preference to seek out information and special offers themselves on their mobile phones. Further statistical analysis identifies that men had a stronger preference to be in control of the frequency of MM they receive on their mobile phone than women did. The analysis also illustrates that those who did have a negative MM experience had a stronger preference to be in control of the frequency of MM they receive on their mobile phone. Finally, the analysis indicates that those who did have a negative MM experience had a stronger preference to seek out information or special offers themselves on their mobile phone. The statistical analysis resulted in the rejection of the following hypotheses.

H0: There is no relationship between gender and respondents preference to be in control of the frequency of MM they receive on their mobile phone

H19: There is a relationship between gender and respondents preference to be in control of the frequency of MM they receive on their mobile phone

An independent-samples t-test was conducted to compare gender scores with respondent's preference for a company to contact them with information and special offers on their mobile phone. There was a significant difference in scores for males (M= 1.77, SD= 1.258) and females (M= 2.28, SD= 1.644; t (197) = -2.471, p= 0.014, two tailed). The magnitude of the differences in the means (mean difference = -0.512, 95% cl: -0.922 to -0.102) was small (eta squared = 0.03).

H0: There is no relationship between negative MM experiences and respondents preference to be in control of the frequency of MM they receive on their mobile phone

H20: There is a relationship between negative MM experiences and respondents preference to be in control of the frequency of MM they receive on their mobile phone

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for two groups: $F (2, 196) = 5.647$, $p= 0.004$. The difference in the mean scores between groups was small. The effect size, calculated using eta squared, was 0.05. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 (M= 1.47, SD= 0.953) was significantly different from Group 2 (M= 2.17, SD= 1.535). Group 1 was significantly different from Group 3 (M= 2.42, SD= 1.786). There were no other significant differences between groups.

H0: There is no relationship between negative MM experiences and respondents preference to seek out information or special offers themselves on their mobile phone

H21: There is a relationship between negative MM experiences and respondents preference to seek out information or special offers themselves on their mobile phone

A one-way between-groups analysis of variance was conducted. There was a statistically significant difference at the $p < .05$ level in LOT scores for two groups: $F (2, 197) = 4.819$, $p= 0.009$. The difference in the mean scores between groups was small. The effect size, calculated using eta squared, was 0.05. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 (M= 2.07, SD= 1.286) was significantly different from Group 2 (M= 2.75, SD= 1.770). Group 1 was significantly different from Group 3 (M= 3.15, SD= 1.938). There were no other significant differences between groups.

During phase one of the primary research an industry expert commented MM would be truly advanced when consumers had the power to control what, how and when they received MM. During focus groups the 15-24 year olds collectively decided they would rather seek out information or offers themselves 'instead of being pestered with messages and emails'. The findings from the statistical analysis of this survey research show some similarities to literature. Cleff (2007) suggests that it has now become a case of ceding control to consumers to gain permission from them to communicate with them. Additionally Dickinger *et al.* (2004) add that negativity can be avoided if consumers are given some form of control.

5.4 Online Survey Data Analysis Conclusion

Table 5.11 provides an overview of, and outlines each of the hypotheses discussed in section 5.3.

An examination of the statistical differences between data has allowed the researcher to build a profile of MM consumers and those variables which affect their attitudes towards MM. From the data we can surmise that the heaviest users of mobile apps are aged between 25 and 44 years. This particular age group also found MM to be more interesting and relevant to them when compared to the 45+ age group. This relationship is confirmed by further findings which illustrate that heavy mobile app users also find MM more interesting and relevant to them than lighter app users. Aligned with findings from Thinkhouse (2012) it is also clear that heavier app users are more willing to sometimes pay for apps.

The literature identified different opinions as to whether gender has an effect on MM acceptance. Similar to this review the only significant findings were that women had a

stronger preference for companies to contact them with information and special offers and men had a stronger preference to be in control of the frequency of messages they received on their mobile phone. There were no statistically significant findings relating to income. Little significant observations were made regarding occupation.

Table 5.11 Overview of 21 Hypotheses

Hypotheses No.	Type of Test	P=	Effect size using eta squared	Result	Effect Size
1	ANOVA	0.004	0.05	Reject Null Hypothesis	Small
2	ANOVA	0.040	0.03	Reject Null Hypothesis	Small
3	ANOVA	0.000	0.09	Reject Null Hypothesis	Medium
4	ANOVA	0.000	0.11	Reject Null Hypothesis	Medium
5	ANOVA	0.003	0.06	Reject Null Hypothesis	Medium
6	ANOVA	0.000	0.08	Reject Null Hypothesis	Medium
7	Chi-Square	0.038	n/a	Reject Null Hypothesis	Small
8	ANOVA	0.000	0.26	Reject Null Hypothesis	Large
9	Chi-Square	0.000	n/a	Reject Null Hypothesis	Medium
10	Chi-Square	0.004	n/a	Reject Null Hypothesis	Medium
11	ANOVA	0.000	0.10	Reject Null Hypothesis	Medium
12	ANOVA	0.000	0.13	Reject Null Hypothesis	Medium
13	ANOVA	0.000	0.11	Reject Null Hypothesis	Medium
14	ANOVA	0.000	0.11	Reject Null Hypothesis	Medium
15	ANOVA	0.005	0.06	Reject Null Hypothesis	Medium
16	ANOVA	0.017	0.05	Reject Null Hypothesis	Small
17	T-Test	0.001	0.06	Reject Null Hypothesis	Moderate
18	ANOVA	0.009	0.05	Reject Null Hypothesis	Small
19	T-Test	0.014	0.03	Reject Null Hypothesis	Small
20	ANOVA	0.004	0.05	Reject Null Hypothesis	Small
21	ANOVA	0.009	0.05	Reject Null Hypothesis	Small

Online survey findings revealed that almost half of respondents (43 per cent and 46 per cent) of respondents did not share their location or switch on app notifications on their mobile phones. Similar to Púca (2011) research which found that 28 per cent of respondents had no problem in sharing their location so long as their data was secure, statistical analysis has shown that mobile app users are more likely to share their location with apps if they welcome

MM and find it to be relevant to them. The opposite applies in that they are less willing to share their location with apps if they find MM annoying, irrelevant and distrustful.

Bamba and Barnes (2007) comment that consumers decision to use LBS are affected by their concerns relating to the violation of their privacy. It appears that mobile app users are more likely to switch on app notifications if they welcome MM and find it to be relevant to them. Again the opposite applies in that they are less willing to switch on app notifications if they find MM annoying, irrelevant and distrustful.

The literature identified that intruding mobile phones with messages that are unwanted raises concerns about consumer acceptance and trust in MM (Smutkupt *et al.*, 2010). Those respondents who have had a negative experience relating to MM have a weaker preference for companies to contact them with information and special offers on their mobile phones. Indeed they had stronger preferences to seek out information and special offers themselves and to be in control of the frequency of messages they received. Additionally those who have had a negative experience relating to MM agree more strongly that receiving unwanted marketing communications on their mobile phone affects their future purchasing decisions. Conversely, those respondents who had not had a negative MM experience were more trusting of MM.

The final conclusion which will have significant implications for managers revealed that the frequency respondents deemed to appropriate for companies to contact them increased with their like of MM in general.

Chapter Six: Conclusion and Recommendations

6.0 Introduction

6.1 Key Insights and Implications

6.2 Guidelines

6.3 Research Limitations

6.4 Research Reflections

6.5 Suggestions for Further Research

Chapter Six

Conclusions and Recommendations

6.0 Introduction

The findings of this research have contributed towards a number of key insights and implications for managers considering the use of MM. Three phases of research conducted with managers and consumers have given the researcher an insight into the existing use of MM in Ireland and attitudes towards it. The outcome of these findings is presented in this chapter in the form of a set of guidelines for managers which make a contribution to the literature and to practitioners by encouraging the more considered and strategic use of MM.

6.1 Key Insights and Implications

The research has highlighted a number of key insights and implications for managers considering the use of MM. Findings indicate that use of MM in a tactical way by companies will result in MM being viewed negatively. Similar to claims in the literature review that MM has not yet been fully exploited due to a lack of experience (CMO, 2012; Ong, 2010; Friedrich *et al.*, 2009; Leppäniemi and Karjaluoto, 2005a) the in-depth interviews revealed that most managers did not have MM strategies in place and they were mostly using MM tactically. Consequently attitudes towards MM were generally negative during the focus groups and online surveys ascertained a relationship between those consumers who had experienced MM negatively and their preferences to be contacted by organisations on their mobile phone.

Permission, privacy and control were issues repeatedly raised during the three phases of research and in the literature (Smutkupt *et al.,* 2010; Jayawardhena *et al.,* 2009; Bamba and Barnes, 2007; Cleff, 2007; Fouskas *et al.*, 2005; Trappey and Woodside, 2005; Dickinger *et al.*, 2004). Both interviewees and survey respondents highlighted their concerns surrounding permission, whereby managers wanted to ensure they got it and consumers wanted to ensure they were asked for it. Privacy was the biggest concern of focus group respondents and the online survey suggests that consumers would like more control over the frequency of MM they receive.

If managers want to effectively integrate MM with other marketing mediums they need to have a better understanding of the MM tools available to them (Mirbagheri and Hejazinia, 2010). In addition they should understand how consumers are using their mobile phones and what their preferences are for marketing communications (Dickinger *et al.*, 2004). The focus groups identified that participants were generally most positive when referring to mobile and content based messaging, mobile web and email and mobile apps. Subsequently online survey research showed respondents had the most preference for the same MM tools to be used by companies to communicate with them. This indicates that organisations should consider these tools first if they want to develop relationships with their customers using MM.

Furthermore, focus groups unveiled that respondents were willing to be marketed to through the mobile medium, but they wanted companies to become more innovative with how they use MM. This highlights the need for companies to have a better understanding of their target markets (Barnes and Scornavacca, 2008). In terms of gender the online survey findings supported earlier research by Leppäniemi and Karjaluoto (2008) and Trappey and

Woodside (2005) in that women had a stronger preference to be contacted by companies. On the other hand men had a stronger preference to be in control of the frequency of messages they received on their mobile phone. Complementing research by Thinkhouse (2012), online surveys also allowed us to develop a profile of the heaviest mobile app users as 25-44 year olds who were also the most willing to sometimes pay for an app. Information regarding specific groups of consumers is invaluable to managers when embarking on a MM campaign.

The issue of content is prevalent in MM literature (Huang, 2012; Friedrich *et al.*, 2009; Laszlo, 2009; Varnali and Toker , 2009; Fouskas *et al.*, 2005; Haghirian *et al.*, 2005; Dickinger *et al.*, 2004; Barwise and Strong, 2002). Focus groups highlighted that while respondents want to be engaged more through the mobile medium, the content used must be relevant to them. Online surveys also confirmed that respondents were willing to be engaged more if the content sent to them was of interest and relevance to them. Focus group respondents had not realised the role MM played in their lives until they had been questioned about it, thus suggesting that the mobile phone and its capabilities have become a part of everyday normal routine. The online surveys found that overall consumers believed that once a month was an appropriate number of times to be contacted by a company on their mobile phone. However further analysis indicates that the appropriate frequency will increase with consumers general like of MM. The findings have thus come full circle and point back to how consumer attitudes towards MM can be improved.

The researcher presents a preliminary key recommendation for all organisations with an online presence. Those companies with a website should optimise it to ensure it is mobile friendly. Throughout all three phases of primary research mobile web and email has shown to be a widely used MM tool. Furthermore online survey findings revealed that 64 per cent

of respondents selected mobile web and email as one of their preferred tools for companies to use to communicate with them. Indeed, mobile web and email was the most preferred tool with 128 respondents choosing this option. While all other MM tools are selective in nature and depend on many other variables, a mobile enabled website can stand alone. An announcement by Google (2013b) stating that they will roll out major changes which will improve the search experience for smartphone users adds significance to this recommendation. They advise that websites which are not mobile-friendly will begin to suffer in Google rankings. The Apple iPhone was found to be the most popular smartphone during focus groups and currently uses Google as its default search engine. This reinforces the importance of a mobile friendly website.

6.2 Guidelines

The findings from phase one of the research identify that managers are largely unclear about how they should use MM. There is a lack of structure within organisations in terms of a MM strategy for implementation into the overall marketing communications strategy. A realisation by managers that they had been neglecting the potential that MM offered triggered intentions to put more emphasis on it in the future. However findings from the focus groups reveal that Irish organisations are largely using MM for sales objectives alone. There appears to be very little consumer engagement or interactivity taking place over the mobile medium. Thus consumers have grown to feel generally negative towards MM.

If managers are unclear about how to use and implement MM into their marketing communications strategies, then they will continue to use this medium incorrectly or at best, insufficiently. In satisfying the final research objective, this study provides a set of

guidelines for the effective integration of MM into marketing strategy. Addressing criticisms made by Smutkupt *et al.* (2010) that frameworks or guidelines are generally restricted and based only on one point of view; either that of the company or of the consumer, the researchers guidelines are based on findings from primary research with both sets of stakeholders. Providing a set of guidelines will offer managers a procedure to follow when considering the use of MM. If managers decide to use these guidelines, they will begin to understand how to build an effective MM strategy and how to implement that into their overall marketing strategy. With understanding will come better mobile practices. This in turn will lead to consumers being more engaged via MM and thus increase their general like of it and with time eliminate negative attitudes towards it. Better practices will stimulate education between organisations, agencies and consumers and on the whole will help the MM industry to grow in Ireland.

The guidelines for the effective integration of MM into marketing strategy are illustrated in figure 6.1 and include 10 steps.

Step 1: Review Marketing Campaign Objectives

It is imperative that the mobile element is considered at the beginning of every marketing campaign and so the first step advises managers to examine the overall campaign objectives and consider what role MM can play in the campaign. During the in-depth interviews one industry expert mentioned that Google were promoting the appointment of a 'Mobile Champion' in an organisation; if implemented, that person would be responsible for ensuring mobile was considered in every campaign. It is at this stage the 'Mobile Champion' would get involved in campaign planning to ensure that the mobile device is considered at every consumer touch point.

Figure 6.1 Guidelines for the Effective Integration of MM into Marketing Strategy

Step 2: Research MM Tools for Possible Integration

The second step recommends that MM tools are researched and considered in terms of their integration into the overall marketing campaign. This step requires managers to look at five additional variables which include MM objectives, the target market, the key message, the budget and finally timeframe.

- Mobile Objectives

At this point it is important to decide what is expected from the mobile aspect of the campaign, and in turn set a series of objectives which are realistic and measurable. The objectives should be very specific about what they want to achieve and in what timeframe. It is also important that they are attainable. The objectives will guide the campaign therefore all managers involved should give them their approval.

- Target Market

Next they must decide who the target market is and gain an understanding into how this segment uses their mobile phone. The findings from this research have identified a number of key insights with regards to different consumer segments. Online surveys surmised that the heaviest users of mobile apps are aged between 25 and 44 years. This particular age group also found MM to be more interesting and relevant to them when compared to the 45+ age group. Indeed heavy mobile app users also find MM more interesting and relevant to them than lighter app users. Therefore if considering the development of a mobile app, this information should be taken into consideration. Additionally the research suggests that heavier app users are more willing to sometimes pay for apps.

In terms of other control variables the only findings were that women had a stronger preference for companies to contact them with information and special offers and men had a stronger preference to be in control of the frequency of messages they received on their mobile phone. There were no statistically significant findings relating to income. Little significant observations were made regarding occupation. Again this information may be useful for managers when devising a mobile campaign.

- Key Message

A key message must then be chosen. Managers must decide what they want to say, how they want to say it and how they can do this in an interactive and engaging nature. How they decide to do this will largely depend on who the target market is. It is imperative that the key message is delivered at every consumer touch point and not just through the mobile medium. This will ensure consistency in the overall marketing campaign.

- Budget

Finally the budget constraints must be considered at this point. Clickatell (2008) suggest that setting a campaign budget is one of the seven simple steps to mobile campaign success. While the managers interviewed had varying circumstance regarding the justification of MM spend, the researcher recommends a budget is considered during the early stages of the campaign. This will ensure a campaign is designed in accordance with the budget and will not waste time with excessive ideas or pitches.

- Timeframe

All of the above must be considered whilst also taking the amount of time available for planning and execution into perspective. The timeframe may dictate which MM tools can be

used, given that some require more lengthy implementation than others. It is also important to consider how frequently the intention is to contact consumers at this stage. The overall findings from this research have indicated that consumer's preference is to be contacted once a month by companies over their mobile phones. This insight should be considered when researching which MM tools to use.

Step 3: Select MM Tool(s)

The third step ensures the appropriate selection of MM tools for the specific campaign. Taking the first two steps in consideration, managers are required to select which MM tools they will use for the marketing campaign. Findings from this research indicate that the MM tools with the highest level of awareness and most preference were mobile messaging and mobile web and email, closely followed by apps and games. QR codes and proximity and LBS were the least know or preferred tool for MM communications. Respondents in the focus groups suggested that some MM tools such as LBS would not work in Ireland because it is too small in terms of its population and geographical spread of its cities. Similarly there was a lack of knowledge surrounding this tool during during in-depth interviews with managers. If choosing the development of a mobile app, findings have suggested that consumers are more likely to share their location with the app and switch on app notifications if they find MM welcoming, relevant and trustful. Industry experts suggested that mobile websites should form a key part of a MM strategy. They suggest it is important for organisations to promote an 'aggregation' of all MM tools if possible.

Step 4: Develop a Customer Buy-in Approach

Permission is one of the most important issues in MM to be addressed by a company. The fourth step therefore advises that a customer buy-in approach is developed. The focus groups

confirmed that privacy is a major concern for consumers in MM. In addition they emphasised that consumers were happy to receive MM if the content was relevant to them. Online surveys went a step further to confirm suggestions made in the literature (Cleff, 2007) and during interviews that consumers have the desire to gain more control over the frequency of MM they receive. Thus developing an approach to gain either permission or buy-in from consumers will ensure that their privacy concerns are addressed and that ultimately the company has a database of consumers who want to be contacted. The approach should consider how customer information will be gathered, whether this is by filling in a form in store or online, entering a competition or simply ticking a box on any given form which states that they give consent to be contacted for marketing purposes. This approach should also include where possible the option for consumers to dictate how frequently they wish to receive MM and what areas are of interest to them. This brings the industry a step closer to ensuring that all content is relevant and also it begins to give some control to consumers.

Step 5: Segment and Target Market

The next step involves segmenting the market and deciding which segments are to be targeted during this campaign. All managers interviewed during phase one of the primary research reported the use of segmentation and targeting for their MM campaigns and found this to be an effective way to deliver specific messages to particular customer segments. Therefore this step is an important part of the guidelines for implementation of MM strategy. Segments can be divided in a number of ways, it is the managers decision how to break up markets, but each segment should have some kind of similar characteristic whether it is age, gender or perhaps location.

Step 6: Develop Content

Subsequently content should be developed for each segment, again this should be interactive and engaging and highly relevant to each customer. Content has proven to be an important factor for consideration in MM literature (Huang, 2012; Friedrich *et al.*, 2009; Laszlo, 2009; Varnali and Toker , 2009; Fouskas *et al.*, 2005; Haghirian *et al.*, 2005; Dickinger *et al.*, 2004; Barwise and Strong, 2002). The focus groups and online surveys suggest that respondents are willing to be engaged via their mobile phones if the content sent to them was of interest and relevance to them. To develop relevant and innovative content managers must understand who their target markets are and what type of interaction is required. The step may require brainstorming.

Step 7: Revisit Marketing Campaign Objectives to Ensure Alignment

The seventh step recommends that the marketing campaign objectives are revisited to ensure alignment with the MM objectives and campaign which has just been devised. This is not to say the overall objectives should not be considered throughout, but acts merely as a reminder to ensure integration with all other marketing mediums.

Step 8: Launch

By this point managers will be ready to launch their campaign.

Step 9: Measurement and Reporting

Once the campaign has been launched it is important that managers review the MM objectives and use a formal reporting format to measure its success throughout the campaign and at the end of it. They should monitor and respond to any feedback during a campaign by implementing necessary changes. Measuring campaign success and complying with reporting

procedures will allow managers to identify which MM tools work and perhaps which do not. It will also allow managers to identify the degree of success of each campaign. Subsequently this may result in a larger budget allocation for future campaigns because the company will have more trust in MM having seen formal results.

Step 10: Evaluation

Gathering statistics where possible will ensure the final step of evaluation can be fulfilled and will contribute to learning's for future campaigns. Here managers should consider if the objectives set were realistic and if they were met. If objectives were not met, they must try to ascertain why. They should consider what could have been done differently and if there is any learning they can bring forward to future MM campaigns. Documenting these learning's will contribute to the success of subsequent MM campaigns and will also help with the challenge which the industry faces regarding educating the market about MM.

The guidelines presented satisfy the third and final research objective of this study and will help organisations to effectively integrate MM into their overall marketing communications strategy. The guidelines make a contribution to the literature and to practitioners by encouraging the more considered and strategic use of MM. Theoretically, there are gaps between what the literature is saying is best practice in MM and how it is actually implemented. Thus the guidelines will be useful for practitioners and academics in their MM activities.

6.3 Research Limitations

The guidelines proposed by the researcher are yet to be tested. Testing the guidelines would enable their effectiveness to be measured and allow further refinement.

Phase three of the research employed an online survey. This was judged to be the most appropriate approach in attempting to answer the research questions; however, the use of an online survey may have affected the overall response rate. The speed which responses were gathered could have been quicker had the survey been more condensed. Additionally if the online survey final qualifying question (question nine) phrasing had been modified to omit reference of being 'actively' involved in MM, the overall response rate may have been higher.

Condensing occupations and income response options may have facilitated the ability to perform more advanced statistical analysis on these variables. Furthermore, a larger sample would have helped.

6.4 Research Reflections

This research makes a valuable contribution to academic, business and marketing research. The guidelines reflect the literature and the outcome of three phases of primary research with both managers and consumers. The process demanded a thorough review of MM, its application, use and attitudes towards it in order to develop an effective research approach. In-depth interviews, focus groups and online surveys were designed, developed, conducted and their findings were comprehensively analysed.

This research involved human participants so the ethical issues of ensuring confidentiality and privacy were present. In order to carry our any primary research, the researcher had to obtain ethical approval. Garda Vetting was achieved and permitted the researcher to conduct focus groups with participants under the age of 18. Also full approval was granted by the School of Business Ethics committee at LYIT and the Institute Ethics committee at LYIT. All participants involved in the study were briefed on the confidentiality of their input. A letter of consent was provided to all ensuring that all information would be treated in the strictest of confidence and stored securely.

This process has been enriching and has been an important stage in the researcher's personal development. Completion has resulted in the gaining of a body of knowledge of not only MM but of the marketing research process itself.

6.5 Suggestions for Further Research

The guidelines developed by the researcher are yet to be applied in practice. Further research could entail testing and applying the guidelines created and refining, adjusting or adapting them as appropriate.

A further issue worth exploring is whether those managers interviewed improved their use of MM subsequent to the in-depth interviews. Additionally more in-depth research regarding consumer attitudes towards mobile advertising within apps, games, mobile TV and video would provide interesting insights and implications for those organisations using these MM tools.

A further research opportunity is to replicate this study with a larger sample in order to facilitate more advanced statistical analysis.

Bibliography

Abramovich, G. (2008), Manufacturers hold mobile marketing's future – where else – in their hands [online] (Cited on 20 January 2009) Available from <URL:http://www.mobilemarketer.com/cms/news/manufacturers/552.html>

Alternatives (2012), Irish brands are going mobile, [online] (Cited on 16 November 2012) Available from <URL:http:// http://www.alternatives.ie/marketing_hub /article/irish_brands_are_going_mobile>

Amin, P., Amin, B.Z. and Patel, R.P. (2011), SMS Marketing: The role of permission and acceptance, International Journal of Mobile Marketing, Vol. 6, No. 2, pp.5-16

Anckar, B. and D'Incau, D. (2002), Value creation in mobile commerce: findings from a consumer survey, Journal of Information Technology Theory and Application, Vol. 4 No. 1, pp. 43-64

Andreasen, A.R. (2002), Marketing research that won't break the bank, Second Edition, Jossey-Bass, San Francisco

Arksey, H. and Knight, P. (1999), Interviewing for social scientists, Sage Publications, UK

Arnold, M.J. and Reynolds, K.E. (2003), Hedonic shopping motivations, Journal of Retailing, Vol. 79, No. 2, pp. 77-95

Balasubramanian, S., Peterson, R.A. and Jarvenpaa, S.L. (2002), Exploring the implications of m-commerce for markets and marketing, Journal of the Academy of Marketing Science, Vol. 30 No. 4, pp. 348-61

Bamba, F. and Barnes, S.J. (2007), SMS advertising, permission and the consumer: A study, Business Process Management Journal, Vol.13, No. 6, pp. 815-829

Barnes, S.J. and Scornavacca, E. (2004), Mobile marketing: The role of permission and acceptance, International Journal of Mobile Communication, Vol. 2, No. 2, pp.128-139

Barnes, S.J. and Scornavacca, E. (2008), Uncovering patterns in mobile advertising opt-in behaviour: A decision hierarchy approach, International Journal of Mobile Communications, Vol. 6, No. 4, pp. 405-416

Barnes. S.J. (2002), Wireless digital advertising: nature and implications, International Journal of Advertising, Vol. 21, No. 3, pp. 399-420

Barutçu, S. (2007), Attitudes towards mobile marketing tools: A study of Turkish consumers, Journal of Targeting, Measurement and Analysis for Marketing, Vol. 16, No.1, pp. 26-38

Barwise, P. and Strong, C. (2002), Permission-based mobile advertising, Journal of Interactive Marketing, Vol. 16, No.1, pp. 14-24

Bauer, H.H., Barnes, S.T., Reichardt, T. and Neumann, M. (2005), Driving consumer acceptance of mobile marketing: A Theoretical Framework and Empirical Study, Journal of Electronic Commerce Research, Vol. 6, No. 3, pp. 181-192

Bayne, K.M. (2002), Marketing without wires: Targeting promotions and advertising to mobile device users, John Wiley & Sons, London

Bellman, S., Potter, R.F., Treleaven-Hassard, S., Robinson, J.A. and Varan, D. (2011), The effectiveness of branded mobile phone apps, Journal of Interactive Marketing, Vol. 25, pp. 191-200

Blankson, C. and Stokes, D. (2002), Marketing practices in the UK small business sector, Marketing Intelligence and Planning, Vol. 20, No. 1, pp. 49-61

Brackett, L.K. and Carr, B.N. Jr. (2001), Cyberspace advertising vs. other media: Consumer vs. mature students attitudes, Journal of Advertising Research, Vol. 41, No. 5, pp. 23-32

Bryman, A. and Bell, E. (2011), Business research methods, Third Edition, Oxford University Press, Oxford

Campbell, K., Bennett, B. and Stephens, S. (2009), Utilising minority language to develop brand identity: An evaluation of current practice using the Irish language, Irish Marketing Review, Vol. 20, No. 1 pp. 67-72

Carr, H.M. (2008), The use of branding within SMEs in Donegal, MSc Thesis, Letterkenny Institute of Technology

Carroll, A., Barnes, S.J. and Scornavacca, E. (2005), Consumers' Perceptions and Attitudes toward SMS mobile marketing in New Zealand, Proceedings of the Fourth International Conference on Mobile Business, Sydney, Australia, 11-13 July, pp. 434-44

Chaffey, D. (2003), E-business and E-commerce management, Prentice Hall, London

Chief Marketing Officer Council (2012), CMO Council: Few marketers master mobile, [online] (Cited on 10 October 2012) Available from <URL: http://www.cmocouncil.org/news.php>

Chisnall, P.M. (2005), Marketing research, Seventh Edition, McGraw-Hill Publishing Company, England

Choi, Y.K., Hwang, J.S., and McMillan, S.J. (2008), Gearing up for mobile advertising: A cross-cultural examination of key factors that drive mobile messages home to consumers, Psychology & Marketing, Vol. 25, No. 8, pp. 756-768

Cleff, E.B., (2007), Privacy issues in mobile advertising, International Review of Law, Computers & Technology, Vol. 21, No. 3, pp. 225-236

Clickatell (2008), 2008 Mobile marketing handbook, [online] (Cited on 22 November 2012) Available from <URL: http://www.clickatell.ie/solutions/mobile_marketing.php>

ComReg (2009), ComReg residential ICT services survey Q2, [online] (Cited on 6 January 2012) Available from <URL: http://www.comreg.ie/publications/comreg_ residential_ict_services_survey_q2__2009.539.103431.p.html>

ComReg (2013), Quarterly key data report data as of Q1 2013, [online] (Cited on 16 June 2013) Available from <URL: http://www.comreg.ie/_fileupload/publications>

ComScore (2013), Europe digital future in focus, [online] (Cited on 16 June 2013) Available from <URL: http://www.comscore.com/Insights/Presentations_and_Whitepapers/2013/ 2013_Europe_Digital_Future_in_Focus>

Cooper, H.M. (1988), The structure of knowledge synthesis, Knowledge in Society, Vol. 1, pp. 104-26

Creswell, J.W. (2008), Research design- qualitative, quantitative and mixed methods approaches, Third Edition, Sage Publications, California

Crowd DNA (2013), 13 mobile trends for 2013, [online] (Cited on 13 March 2013) Available from <URL:http://www.crowddna.com/>

CSO (2013a), Population by age 2011, [online] (citied 02 February 2013) Available from <URL:http://cso.ie/Quicktables/GetQuickTables.aspx?FileName=CNA15.asp&TableName= Population+by+Age+2011&StatisticalProduct=DB_CN>

CSO (2013b), Statistics, [online] (Cited on 02 February 2013) Available from <URL: http://cso.ie/en/statistics/>

De Reyck, B.D. and Degraeve, Z. (2003), Broadcast scheduling for mobile advertising, Operations Research, Vol. 51, No. 4, pp. 509-517

Delgado, E. and Munuera, J. L. (2001), Brand trust in the context of customer loyalty, European Journal of Marketing, Vol. 35, No. 11/12

Derler, B. O'Rourke, V. and Stephens, S. (2012), Fair trade, marketing and consumer behaviour, Irish Business Journal, Vol. 7, No. 1, pp. 70-82

Dholakia, R.R. and Dholakia, N. (2004), Mobility and markets: emerging outlines of m-commerce, Journal of Business Research, Vol. 57, pp. 1391-1396

Dickinger, A., Haghirian, P., Murphy, J., & Scharl, A. (2004), An investigation and conceptual model of SMS marketing, Proceedings of the 37th Hawaii International Conference on Science Systems

Dommeyer, C.J. and Gross, B.L. (2003), What consumers know and what they do: An investigation of consumer knowledge, awareness, and use of privacy protection strategies, Journal of Interactive Marketing, Vol. 17, No. 2, pp. 34-51

Dotchin, J.A. and Oakland, J.S. (1994), Total quality management in services part 1: Understanding and classifying services, International Journal of Quality and Reliability Management, Vol. 11, No. 3, pp. 9-26

Dushinski, K. (2009), The mobile marketing handbook: A step by step guide to creating dynamic mobile marketing campaigns, Cyber age books, New Jersey

Econsultancy (2011), Mobile marketing beginners guide, [online] (Cited on 22 November 2012) Available from <URL:http://econsultancy.com/ie/reports/mobile-marketing-a-beginners-guide>

Econsultancy (2012), Mobile user experience: Trends and developments guide, [online] (Cited on 22 November 2012) Available from <URL: http://econsultancy.com/ie/reports/mobile-user-experience-trends-briefing>

Eircom (2013), Ireland - A tech savvy nation that needs to be constantly connected, [online] (Cited on 25 April 2013) Available from <URL: http://pressroom.eircom.net/press_ releases/article/ireland__a_tech_savvy_nation_that_needs_to_be_constantly_connected/>

Enpocket (2005), Brand performance of SMS advertising, [online] (Cited on 16 November 2012) Available from <URL:http://www.enpocket.co.uk>

Ericsson (2012), Ericsson mobility report, [online] (Cited on 22 November 2012) Available from <URL:http://www.ericsson.com/ericsson-mobility-report>

Fáilte Ireland, (2012), Mobile marketing: A guide to how you can market your business to mobile phone users, Dublin

Fouskas, K.G., Giaglis, G.M., Kourouthanassis, P.E., Karnouskos, S., Pitsillides, A. and Stylianou, M. (2005), A roadmap for research in mobile business, International Journal of Mobile Communications, Vol. 3, No. 4, pp. 350-373

Friedrich, R., Gröne, F., Hölbling, K., & Peterson, M. (2009), The march of mobile marketing: New chances for consumer companies, new opportunities for mobile operators. Journal of Advertising Research, Vol. 49, No. 1, pp. 54

Fullerton, L., McGettigan. K. and S. Stephens (2010), Integrating management and marketing strategies at heritage sites, International Journal of Culture, Tourism and Hospitality Research, Vol. 5, No. 2, pp. 108-117

Garau, C. and Ranchhod, A. (2009), Consumer privacy issues in mobile commerce: A comparative study of British, French and Romania consumers, Journal of Consumer Marketing, Vol. 27, No. 7, pp. 496-507

Godin, S. (2001), Unleashing the idea virus, Hyperion, New York

Google (2013a), [online] (Cited on 13 March 2013) Available from<URL:http://www.google.com/glass/start/>

Google (2013b), Changes in rankings of smartphone search results, [online] (Cited on 12 June 2013) Available from <URL:http://googlewebmastercentral.blogspot.ie /2013/06/changes-in-rankings-of-smartphone_11.html>

Graeff, T.R., and Hannon, S. (2002), Collecting and using personal data: Consumers' awareness and concerns, Journal of Consumer Marketing, Vol. 19, pp. 302-318

Grant, I. and O'Donohoe, S. (2007), Why young consumers are not open to mobile marketing communication, International Journal of Advertising, Vol. 26, No. 2, pp. 223-246

Ha, S., Chung, T.L., Hamilton, J. and Park, J. (2010), Moving beyond acceptance: Exploring determinants of consumer use of mobile services, International Journal of Mobile Marketing, Vol. 5, No. 2, pp.30-42

Haghirian, P., Madlberger, M. and Tanuskova, A. (2005), Increasing advertising value of mobile marketing – An empirical study of antecedents, Proceedings of the 38th Hawaii International Conference on System Sciences 2005

Hanley, M. and Becker, M. (2008), Cell phone usage and advertising acceptance among college students: A four-year analysis, International Journal of Mobile Marketing, Vol. 3, No. 1, pp. 67-80

Hanson, D. and Grimmer, M. (2007), The mix of qualitative and quantitative research in major journals, 1993-2002, European Journal of Marketing, Vol. 41, No. 1/2, pp. 58-70

Harrison, R.L. and Reilly, T.M. (2011), Mixed methods designs in marketing research, Qualitative Market Research: An International Journal, Vol. 14, No. 1, 7-26

Haste, H. (2005), Joined-up texting: mobile phones and young people, Young Consumers: Insight and Ideas for Responsible Marketers, Vol. 6, No. 3, pp. 56-67

Huang, R.Y. (2012), The identification, ranking and categorization of mobile marketing success factors, International Journal of Mobile Marketing, Vol. 7, No. 2, pp. 86-97

IAB Ireland (2011), Mobile advertising handbook, [online] (Cited on 10 November 2012) Available from <URL:http://iabireland.ie/wp-content/uploads/2011/04/Mobile_Handbook .pdf>

Jayawardhena, C., Kuckertz, A., Karjaluoto, H. and Kautonen, T. (2009), Antecedents to permission based mobile marketing: An initial examination, European Journal of Marketing, Vol.43, No. 3/4, pp. 473-499

Kalakota, R. and Whinston, A.B. (1996), Frontiers of electronic commerce, Addison-Wesley, Reading

Krum, C., (2010), Mobile marketing, finding your customers no matter where they are, Pearson Education, USA

Kvale, S. (1996), Interviews: An introduction to qualitative research interviewing, Thousand Oaks, CA, Sage

Laszlo, J. (2009), The new unwired world: An IAB status report on mobile advertising, Journal of Advertising Research, Vol. 49, No. 1, pp. 27

Lee, D. and Engelman, K. (2012), The impact of mobile on CPG CRM strategy: A Kraft Canada case study, International Journal of Mobile Marketing Canada Issue, Vol. 7, No. 1, pp. 5-22

Leek, S., & Christodoulides, G. (2009), Next-generation mobile marketing: How young consumers react to Bluetooth-enabled advertising, Journal of Advertising Research, Vol. 49, No. 1, pp. 44

Leppäniemi, M. and Karjaluoto, H. (2008), Mobile marketing: From marketing strategy to mobile marketing campaign implementation, International Journal of Mobile Marketing, Vol. 3, No. 1, pp. 50-61

Leppäniemi, M., Sinisalo, J., & Karjaluoto, H. (2006), A review of mobile marketing research, Journal of Mobile Marketing, Vol. 1, No. 1, pp. 30–41

Leppäniemi, M. and Karjaluoto, H. (2005a), Factors influencing consumers' willingness to accept mobile advertising: A conceptual model, International Journal of Mobile Communications, Vol. 3, No. 3, pp. 197-213

Leppäniemi, M. and Karjaluoto, H. (2005b), Exploring the effects of gender, age, income and employment status on consumer response to mobile advertising campaigns, Journal of Systems and Information Technology, Vol. 10, No. 3, pp. 251-265

Maity, M. (2010), Critical factors of consumer decision-making on m-commerce: A qualitative study in the United States, International Journal of Mobile Marketing, Vol. 5, No. 2, pp. 87-101

Malhotra, N.K. (2009), Marketing research-An applied orientation, Sixth Edition, Prentice Hall International, New Jersey

Margulis, T.S. (2003), Privacy as a social issue and behavioural concept, Journal of Social Issues, Vol. 52 No. 2, pp. 243-61

Marra R.M and Bogue, B. (2006), A critical assessment of online survey tools, Paper presented at the 2006 Women in Engineering Programs and Advocates Network Conference, USA

McDaniel, C.Jr. and Gates, R. (2010), Marketing research with SPSS, Eighth Edition, John Wiley & Sons Pte Ltd, Asia

Merisavo. M., Kajalo, S., Karjaluoto, H., Virtanen, V., Salmenkivi, S., Raulas, M and Leppäniemi, M. (2007), An empirical study of the drivers of consumer acceptance of mobile advertising, Journal of Interactive Advertising, Vol. 7, No.2

Mirbagheri, S. and Hejazinia, M. (2010), Mobile marketing communication: Learning from 45 popular cases for campaign designing, International Journal of Mobile Marketing, Vol. 5, No. 1, pp. 175-192

Mobile Marketing Association (2011), Mobile advertising guidelines, Mobile marketing association, [online] (Cited on 10 October 2012) Available from <URL:http://mmaglobal.com/wiki/mobile-advertising>

Mobile Marketing Association (2009), Mobile advertising overview, Mobile marketing association, [online] (Cited on 10 October 2012) Available from <URL: http://www.mmaglobal.com/node/1846>

Mobile Marketing Association (2008a), Global code of conduct, Mobile marketing association, [online] (Cited on 10 October 2012) Available from <URL: http://www.mmaglobal.com/node/1563>

Mobile Marketing Industry Glossary (2008b), Mobile marketing association, [online] (Cited on 10 October 2012) Available from <URL:http://mmaglobal.com/wiki/mobile-advertising>

Mobile Marketing Association (2007), MM sweepstakes and promotions guide, Mobile marketing association, [online] (Cited on 10 October 2012) Available from <URL: http://www.mmaglobal.com/bestpractice>

Mort, G. and Drennan, J. (2002), Mobile digital technology: Emerging issues for marketing, Journal of Database Management, Vol. 10 No.1, pp. 9·23

Nysveen, H., Pedersen, P.E., Thorbjornsen, H. and Berthon, P. (2005), Mobilizing the brand: The effects of mobile services on brand relationships and main channel use, Journal of Service Research, Vol. 7, No. 3, pp. 257-276

O2 Media (2013), [online] (Cited on 03 March 2013) Available from <URL: http://www.o2media.ie/>

Okazaki, S. and Barwise, P. (2011), Has the time finally come for the medium of the future? Journal of Advertising Research, March, pp. 59-72

Okazaki, S., and Taylor, C. R. (2008), What is SMS advertising and why do multinationals adopt it? Answers from an empirical study in European markets, Journal of Business Research, Vol. 61, No.1, pp. 4–12

Okazaki, S., Katsukura, A. and Nishiyama, M. (2007), How mobile advertising works: The role of trust in improving attitudes and recall, Journal of Advertising Research, Vol. 47, No.2

Ong. R, (2010), Spamming and mobile marketing: get it right, International Journal of Intercultural Information Management, Vol. 2 No. 1, pp. 55-67

Pallant, J. (2010), SPSS survival manual, Fourth Edition, McGraw Hill, England

Parasuraman, A., Grewal, D. and Krishnan, R. (2004), Marketing research, Houghton Mifflin Company, Boston

Park, T., Shenoy, R. and Salvendy, G. (2008), Effective advertising on mobile phones: A literature review and presentation of results from 53 case studies, Behaviour and Information Technology,Vol. 27, No. 5, pp. 355-373

Peters, C., Amato, C. H. and Hollenbeck, C. R. (2007), An exploratory investigation of consumers' perceptions of wireless advertising, Journal of Advertising, Vol. 36, No. 4, pp. 129-145

Phelps, J., Nowak, G. and Ferrell, E. (2000), Privacy concerns and consumer willingness to provide personal information, Journal of Public Policy and Marketing, Vol. 19, pp. 27-41

Priporas, C.V. and Mylona, I. (2008), Mobile services: Potentiality of short message service as new business communication tool in attracting customers, International Journal of Mobile Communications, Vol. 6, No. 4, pp. 456-466

Púca, (2011), Smartphone ownership and attitudes, [online] (Cited on 16 November 2012), Available from <URLhttp://www.puca.com/s/PucaSmartphoneSurvey.pdf>

Púca, (2010), National car testing service appoint Púca for SMS service, [online] (Cited on 16 November 2012) Available from <URL: http://www.Púca.com/news/national-car-testing-service-appoint-Púca-sms-service>

RedC, (2011), De-coding digital trends Ireland 2011, [online] (Cited on 16 November 2012) Available from <URL: http://iabireland.ie/wp-content/uploads/2011/04/ DigitalMarketingConference2011-REDCOnlineSurvey.pdf>

Return to Sender (2012), [online] (Cited on 16 November 2012) Available from <URL: http://www.return2sender.ie/nfc.aspx>

RFID Journal (2012), [online] (Cited on 22 November 2012) Available from <URL:http://www.rfidjournal.com/>

Roach, G. (2009), Consumer perceptions of mobile phone marketing: A direct marketing innovation, Direct Marketing: An International Journal, Vol. 3, No. 2, pp. 124-138

Robson, C. (2011), Real world research, Second Edition, Blackwell Publishers, Oxford

Sarker, S. and Wells, J.P. (2003), Understanding mobile handheld device use and adoption, Communications of the ACM, Vol. 46, No. 12, pp. 35-40

Shani, D. and Chalasani, S. (1992), Exploiting niches using relationship marketing, The Journal of Consumer Marketing, Vol. 9, No. 3, pp.33-42

Shankar, V., Venkatesh, A., Hofacker, C. and Naik, P. (2010), Mobile marketing in the retailing environment: Current insights and future avenues, Journal of Interactive Marketing, Vol. 24, pp. 111-120

Shavitt, S. Lowrey, P.M, Heafner, J.E. (1998), Public Attitudes towards advertising: More favourable than you might think, Journal of Advertising Research, Vol. 38, No. 4, pp. 7-22

Silver, L., Stevens, R., Wrenn, B. and Loudon, D. (2013), The essentials of marketing research, Third Edition, Routledge, New York

Sinisalo, J., Salo, J., Karjaluoto, H. and Leppäniemi, M. (2007), Mobile customer relationship management: Underlying issues and challenges, Business Process Management Journal, Vol. 13, No. 6, pp. 771-787

Sinisalo, J., Salo, J., Karjaluoto, H. and Leppäniemi, M. (2005), Initiation stage of a mobile customer relationship management, The E-Business Review, Vol. 5, pp. 205-209

Smutkupt, P., Krairit, D., & Esichaikul, V. (2010), Mobile marketing: Implications for marketing strategies, International Journal of Mobile Marketing, Vol. 5, No. 2, pp. 126–139

Standing, C., Benson, S. and Karjaluoto, H. (2005), Consumer perspectives on mobile advertising and marketing, ANZMAC Conference Proceedings: Electronic Commerce, pp. 135-141

Stokes, D. and Bergin, R. (2006), Methodology or 'methodaltry'? An evaluation of focus groups and depth interviews, Qualitative Research: An International Journal, Vol. 9, No. 1, pp. 26-37

Strauss, J. and Raymond, F. (2001), E-marketing, Upper Saddle River, Prentice Hall, New Jersey

Suki, N.M and Suki, N.M. (2007), Mobile phone usage for m-learning: Comparing heavy and light mobile phone users, Campus-Wide Information Systems, Vol. 24, No.5. pp. 355-365

Sullivan Mort, G. and Drennan, J. (2007), Mobile communications: A study of factors influencing consumer use of m-services, Journal of Advertising Research, Vol. 47, No. 3, pp. 302-312

Tahtinen, J. (2006), Mobile advertising or mobile marketing, A need for a new concept? eBRF, pp. 152–164

The European Union (2013), Directive 2002/58/EC of the European Parliament and of the Council, [online] (Cited on 04 March 2013) Available From <URL:Http://Eur-Lex.Europa.Eu/Lexuriserv/Lexuriserv.Do?Uri=OJ:L:2002:201:0037: 0037:EN:PDF>

The Marketing Institute (2012), Digital marketing sentiment survey 2012, [online] (Cited on 18 October 2012) Available from <URL:http://www.mii.ie/attachments/wysiwyg/18376/ Digital-marketing-sentiment-survey-2012.pdf>

Thinkhouse (2012), Irish mobile youth report 2012, [online] (Cited on 22 November 2012) Available from <URL:http://thinkhouse.ie/mobilereport>

Threlfall, D. K. (1999), Using focus groups as a consumer research tool, Journal of Marketing Practice: An Applied Marketing Science. Vol. 5, No. 4. pp. 102

Trappey, R.J., and Woodside, A.G. (2005), Consumer responses to interactive advertising campaigns coupling short-message-service direct marketing and TV commercials, Journal of Advertising Research, Vol. 45, No. 4, pp. 382-401

Tsang, M., Ho, S.C. and Liang, T.P., (2004), Consumer attitudes toward mobile advertising: An empirical study, International Journal of Electronic Commerce, Vol. 8, No. 3, pp. 65-78

Unni, R. and Harmon, R. (2007), Perceived effectiveness of push vs. pull mobile location-based advertising, Journal of Interactive Advertising, Vol. 7, No. 2

Varnali, K. and Toker, A. (2009), Mobile marketing research: The-state-of-the-art, International Journal of Information Management, Vol. 30, pp. 144-151

Vatanparast, R. and Asil, M. (2007), Factors affecting the use of mobile advertising, International Journal of Mobile Marketing, Vol. 2, No. 2, pp. 21–34

Warc, (2012), QR codes remain niche in Australia, [online] (Cited on 16 November 2012) Available from <URL: http://www.warc.com/LatestNews/News/EmailNews.news?ID=30644&Origin=WARCNewsEmail>

Webster, J. and Watson, R.T. (2002), Analyzing the past to prepare for the future: Writing a literature review, MIS Quarterly, Vol. 26, No 2, pp. xiii-xxiii

Wetherall, D., Choffnes, D., Greenstein, B., Han, S., Hornyack, P., Jung, J., Schechter, S. and

Wang, X. (2011), Privacy revelations for web and mobile apps, HotOS'13 Proceedings of the 13th USENIX Conference on Hot Topics in Operating Systems

Xu, H., Oh, L.B. and Teo, H.H. (2009), Perceived effectiveness of text vs. multimedia location-based advertising messaging, International Journal of Mobile Communications, Vol. 7, No. 2, pp. 154-177

Yates, F. (1953), Sampling methods for censuses and surveys, Charles Griffin, London

Appendices

Appendix A

List of companies who participated in research

Arena 7, 6th February 2013, 11am – 11.40am

Century Cinema, 6th March 2013, 10am – 10.30am

Evolve, 26th February 2013, 1pm – 2.20pm

GAA, 27th February 2013, 10am – 11am

McElhinneys, 28th February 2013, 1pm - 1.45pm

Send Mode, 16th April 2013, 10am – 11am

Silver Tassie, 4th March 2013, 11am – 11.40am

Focus Group Information

18-24 year olds, 26th March 2013, 2pm, Mevagh Family Resource Centre Conference Room, Downings, Co. Donegal.

25-44 year olds, 11th April 2013, 9pm, The Beach Hotel Conference Room, Downings, Co. Donegal

45+ year olds, 22nd April 2013, 7.30pm, The Beach Hotel Conference Room, Downings, Co. Donegal

Appendix B

Interview Theme Sheet

Introduction

Purpose: To explore the current use of mobile marketing by Irish businesses

Explain confidentiality and Dictaphone recording

How long have you been working with this company and how long have you been responsible for MM within your organisation?

Initiation

- Mobile Marketing meaning
    - Definitions on flash cards
- Usage/ Experience to date
- Brand fit

Implementation

- Strategy
    - Strategy v Tactical
- Integration/ Mix with other tools
    - Choice of tools
- Implementation
    - How
- Day to day running
- Example of a MM campaign

Measurement & Budgeting

- Measurement
- Reporting

- Spend justification
- Budgets (now & future)

Evaluation

- Irish use of MM
    - Global comparison
- Challenges
- Benefits
- Growth of MM

Awareness of Tools

- Tools used
    - Flashcards (unprompted and prompted)
    - Success
- Adoption and Choice of tools
- Promising tools
    - Flashcards
- Push & pull strategy choice

Consumer Engagement

- Consumers' role
- Permission
- Trust
- Acceptance

Targeting

- Who are customers
- How targeted
- Segmentation

Rules & Regulations

- MMA code of conduct/ Advertising Guidelines
    - Awareness of /Compliance with

Best Practice

- Awareness of best practice

Appendix C

Focus Group Theme Sheet

Welcome everybody and thank you for agreeing to take part in this focus group. My name is Aine Doherty and I am researching Mobile Marketing for my Masters by Research.

Through this focus group I am trying to find out what your opinions are on Mobile Marketing and how the mobile medium can be effectively used as a marketing tool by an organisation.

The discussion should last around 1.5- 2 hours. Everyone will have the opportunity to speak and share their thoughts and feelings and I will guide the discussion. There are no right or wrong answers and your identity will remain anonymous.

If it's ok with you, I'd like to record the focus group. This is purely to analyse the findings thoroughly and the information will be used for the research only. I am using an audio and a video recorder. Basically, the two are just for back up; to make sure the information isn't lost. Nobody other than me and James, my supervisor will have access to the tapes. Before I can record you, I need to get your permission. So if you don't mind, please fill in these consent forms before we get started.

- Hand out consent forms
- Hand out pre-screening questionnaires

Initiation

1. What type of mobile phone do you own?
2. What do you mostly use your mobile phone for? (E.g. calling, texting, accessing the internet, email, entertainment such as apps, games, camera, calendar, banking etc.)
3. What does the term Mobile Marketing mean to you?
4. What is the first thing that comes to mind when you think about Mobile Marketing?

Tools

5. Are you actively taking part in mobile marketing? (E.g. do you access websites on your phone, download apps, check email, sign up for competitions, etc.) If so, how?
6. What types of companies have been targeting you with Mobile Marketing the most?
7. Which Mobile Marketing tools are you familiar with?

Flashcards (mobile messaging, content based mobile marketing, mobile TV and video, quick response codes, applications and games, mobile web and email, proximity and location based services).

For each flashcard ask the following:

a) What is your experience with this Mobile Marketing tool?

- Acceptance

b) Do you like organisations using this method to communicate with you?

8. Which of those tools do you think have the most potential in the future?
9. Roughly how many apps do you have on your mobile phone?
10. How many do you use on a daily basis?
11. How do you feel about paying for apps? How much are you willing to pay?
12. To you, what is the difference between a mobile app and a mobile website?

Evaluation

13. What are the benefits of mobile marketing for you?
14. Have you ever had a negative experience relating to Mobile Marketing? If so, please give examples.
15. How do you think Ireland compares in its use of MM to other countries?
16. What do you think is the biggest factor affecting the growth of MM in Ireland?

Consumer Engagement

17. Consent
    - Contact without consent (previous customer or not)
    - How do you give consent
    - Opt-out options
18. Would you prefer to seek out information or offers yourself rather than a company contacting you with them?
19. What do you think is an appropriate number times to be contacted by a company per month?

Best Practice

20. Tell me about another company's successful Mobile Marketing campaign you've heard about or experienced?
21. What was good about it?

Appendix D

Interview Consent Form

Research Author:

Aine Doherty

MSc in Marketing

School of Business

Letterkenny Institute of Technology

Port Road, Letterkenny

Thesis Title:

A case study to explore the use of Experiential Marketing in Ireland

1. I agree to be interviewed for the purposes of the thesis named above.
2. The purpose and nature of the interview has been explained to me, and I have read the assignment and/or information sheet as provided by the student.
3. I agree that the interview may be electronically recorded.
4. Choose a), b) **or** c):
    A. I agree that my name may be used for the purposes of the assignment only and not for publication.

       OR

    B. I understand that the student may wish to pursue publication at a later date and my name may be used.

       OR

    C. I do not wish my name to be used or cited, or my identity otherwise disclosed, in the assignment.

Name of interviewee_____

Signature of interviewee_____

Date_____

Focus Group Informed Consent Form

Research Involving Human Participants

Project title: To investigate Consumer's attitudes towards the use of the mobile channel as a marketing tool		
Principal Investigators: Áine Doherty		
Background: The research project involves conducting focus groups with people who are familiar with Mobile Marketing. The purpose of the study is to gain insight into consumers' mobile phone usage and consumer attitudes towards mobile marketing techniques used by companies. The results of the research will be used to determine how to effectively market to consumers through the mobile channel. The research involves a focus group discussion with participants which will entail audio and video recording, the purpose of which is to study the non-verbal cues associated with attitudes. Current Mobile Marketing techniques used by companies will be discussed and participant's usage of mobile phones and how they feel about Mobile Marketing will be explored. The identity of respondents will remain anonymous and information gathered will only be used for the purpose of this research. Data gathered will be stored in a secure location and accessed only by the principal investigator and supervisor to the research. After a period of 5 years the data will be destroyed.		
Participant's declaration: I _____, agree that I: *Tick yes or no as appropriate*		
Have read or have had the information sheet read to me and that I understand the contents.	Yes	No

Have been given the opportunity to ask questions and am satisfied with answers	Yes	No
Consent to take part in the study	Yes	No
Understand that participation is voluntary and that I can withdraw at any time	Yes	No
Understand that withdrawal will not affect my access to services or legal rights	Yes	No
Consent to possible publication of results	Yes	No
I (the participant) give my permission to: Use the data obtained from you in other future studies without the need for additional consent	Yes	No
Researcher Declaration: I _____ , agree that I: *Tick yes or no as appropriate*		
Have explained the study to the participant	Yes	No
Have answered questions put to me by the participant about the research	Yes	No
Believe that the participant understands and is freely giving consent	Yes	No

Participant's Statement:

I have read, or had read to me, this consent form. I have had the opportunity to ask questions and all my questions have been answered to my satisfaction. I freely and voluntarily agree to be part of this research study, though without prejudice to my legal and ethical rights. I understand I may withdraw from the study at any time. I have received a copy of this consent form.

Participants Name:

Contact Details:

Participants Signature:

(where participant is over the age of 18)

Date:

The form needs to be signed by the consenter (or a parent or guardian in the case of the participant being unable to understand the scope, nature or significance of the study or in the case of the participant being under 18 years) and dated.

NAME OF CONSENTER, PARENT OR GUARDIAN:

SIGNATURE RELATION TO PARTICIPATION:

Date:

Researcher's Statement:

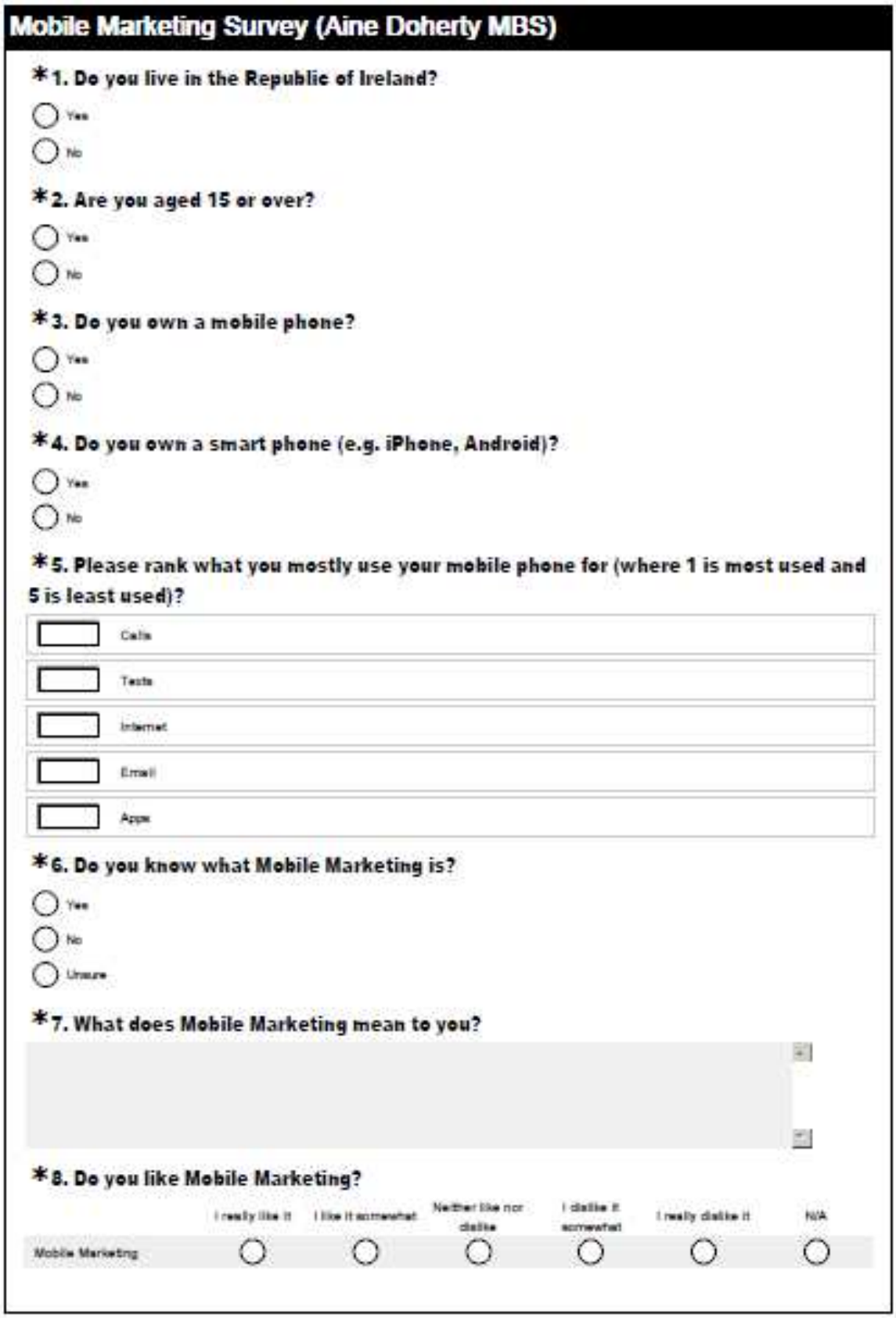
I have explained the nature and purpose of this research study, the procedures to be undertaken and any risks that may be involved. I have offered to answer any questions and fully answered such questions. I believe that the participant understands my explanation and has freely given informed consent.

Signature:

Date:

Appendix E

Online Survey



Mobile Marketing Survey (Aine Doherty MBS)

***1. Do you live in the Republic of Ireland?**

- ◯ Yes
- ◯ No

***2. Are you aged 15 or over?**

- ◯ Yes
- ◯ No

***3. Do you own a mobile phone?**

- ◯ Yes
- ◯ No

***4. Do you own a smart phone (e.g. iPhone, Android)?**

- ◯ Yes
- ◯ No

***5. Please rank what you mostly use your mobile phone for (where 1 is most used and 5 is least used)?**

- ☐ Calls
- ☐ Texts
- ☐ Internet
- ☐ Email
- ☐ Apps

***6. Do you know what Mobile Marketing is?**

- ◯ Yes
- ◯ No
- ◯ Unsure

***7. What does Mobile Marketing mean to you?**

***8. Do you like Mobile Marketing?**

	I really like it	I like it somewhat	Neither like nor dislike	I dislike it somewhat	I really dislike it	N/A
Mobile Marketing	◯	◯	◯	◯	◯	◯

Mobile Marketing Survey (Aine Doherty MBS)

Mobile Marketing is defined as 'the use of the mobile medium as a means of marketing communications' (Leppaniemi et al, 2006) and includes accessing the internet on your mobile, downloading apps and games, checking email on your mobile phone, entering competitions and receiving messages from companies on your mobile phone.

***9. Taking the above description into consideration do you believe you are actively taking part in mobile marketing?**

- ◯ Yes
- ◯ No

***10. Please rank which Mobile Marketing tools you are most aware of (where 1 is most aware and 5 is least aware).**

☐	Mobile Messaging
☐	Quick Response codes (Barcode Scanning)
☐	Apps & Games
☐	Mobile Web and Email
☐	Proximity & Location Based Services

***11. When companies communicate with you, which Mobile Marketing tools do you prefer them to use? Please tick all boxes that apply.**

- ☐ Mobile Messaging
- ☐ Quick Response codes (Barcode Scanning)
- ☐ Apps & Games
- ☐ Mobile Web and Email
- ☐ Proximity & Location Based Services

***12. On average, how often do you receive Mobile Marketing messages?**

- ◯ Daily
- ◯ A few times a week
- ◯ Once a week
- ◯ A few times a month
- ◯ Once a month
- ◯ Every other month
- ◯ Rarely
- ◯ Never

Mobile Marketing Survey (Aine Doherty MBS)

***13. How would you define your use of mobile apps?**

- ◯ Light User
- ◯ Medium User
- ◯ Heavy User

***14. How often do you use mobile apps?**

- ◯ Daily
- ◯ A few times a week
- ◯ Once a week
- ◯ A few times a month
- ◯ Once a month
- ◯ Every other month
- ◯ Rarely
- ◯ Never

***15. On average how many apps do you use on a daily basis?**

- ◯ <5
- ◯ 6-10
- ◯ 11-20
- ◯ 21+

***16. Are you sometimes willing to pay for a mobile app?**

- ◯ Yes
- ◯ No

***17. Have you ever paid to upgrade from a free mobile app to a premium version?**

- ◯ Yes
- ◯ No

***18. Do you share your location with apps on your mobile phone?**

- ◯ Yes
- ◯ No
- ◯ For some apps only
- ◯ Unsure

Mobile Marketing Survey (Aine Doherty MBS)

***19. Do you switch on app notifications on your mobile phone?**

- ◯ Yes
- ◯ No
- ◯ For some apps only
- ◯ Unsure

For each pair of adjectives place a mark at the point between them that reflects the extent to which you believe the adjective describes Mobile Marketing

***20. Mobile Marketing is...**

◯ Interesting ◯ 2 ◯ 3 ◯ 4 ◯ 5 ◯ 6 ◯ Boring

***21. Mobile Marketing is...**

◯ Welcome ◯ 2 ◯ 3 ◯ 4 ◯ 5 ◯ 6 ◯ Annoying

***22. Mobile Marketing is...**

◯ Relevant to me ◯ 2 ◯ 3 ◯ 4 ◯ 5 ◯ 6 ◯ Irrelevant to me

***23. Mobile Marketing is...**

◯ Trustful ◯ 2 ◯ 3 ◯ 4 ◯ 5 ◯ 6 ◯ Distrustful

***24. Have you ever had a negative experience relating to Mobile Marketing?**

- ◯ Yes
- ◯ No
- ◯ Unsure

***25. Have you ever been affected by any of the following negative experiences? Please tick all boxes that apply.**

- ☐ Phone Credit Scam
- ☐ Competition Scam
- ☐ Contacted too often
- ☐ Unable to Opt out
- ☐ Unwelcome Subscription Services

Other (please specify)

Mobile Marketing Survey (Aine Doherty MBS)

***26. To what extent do you agree or disagree with the following statements?**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Receiving marketing communications on my mobile phone from a company that I have shopped with is acceptable.	○	○	○	○	○
I prefer to be asked for my permission before receiving marketing communications on my mobile phone.	○	○	○	○	○
Receiving unwanted marketing communications on my mobile phone affects my attitudes towards that company.	○	○	○	○	○
Receiving marketing communications on my mobile phone from a company that I have NEVER shopped with is acceptable.	○	○	○	○	○
I know how to opt out of marketing communications received on my mobile phone.	○	○	○	○	○
Receiving marketing communications on my mobile phone without having given prior consent is acceptable.	○	○	○	○	○
I am always given the option to opt out of marketing communications received on my mobile phone.	○	○	○	○	○
Receiving unwanted marketing communications on my mobile phone affects my future purchasing decisions.	○	○	○	○	○

Mobile Marketing Survey (Aine Doherty MBS)

27. Please mark your preference on the scale 1-7, where 1 is highly preferred and 7 is not at all preferred. On my mobile phone, I prefer...

	1	2	3	4	5	6	7
To seek out information and special offers myself	◯	◯	◯	◯	◯	◯	◯
A company to contact me with information and special offers	◯	◯	◯	◯	◯	◯	◯
To be in control of the frequency of messages I receive	◯	◯	◯	◯	◯	◯	◯

***28. What do you think is an appropriate number of times to be contacted by a company on your mobile phone?**

- ◯ Daily
- ◯ A few times a week
- ◯ Once a week
- ◯ A few times a month
- ◯ Once a month
- ◯ Every other month
- ◯ Rarely
- ◯ Never

***29. What is your gender?**

- ◯ Male
- ◯ Female

***30. What age category do you belong to?**

- ◯ 15-24
- ◯ 25-44
- ◯ 45+

***31. What is the highest level of education (full-time or part-time) you have completed to date?**

- ◯ No formal education
- ◯ Primary Level
- ◯ Secondary Level
- ◯ Third Level

Mobile Marketing Survey (Aine Doherty MBS)

***32. What is your occupation? Please tick the appropriate box.**

- ◯ Building and Construction
- ◯ Clerical, Management, Government
- ◯ Communication, Warehouse & Transport
- ◯ Farming, Fishing, Forestry
- ◯ Manufacturing
- ◯ Professional, Technical & Health
- ◯ Sales & Commerce
- ◯ Personal Service & Childcare Workers
- ◯ Student
- ◯ Unemployed

Other (please specify)

***33. Please tick the box which best represents your annual income:**

- ◯ Under €12,000
- ◯ €12,001 - €21,600
- ◯ €21,601 - €30,000
- ◯ €30,001 - €38,400
- ◯ €38,401 - €48,000
- ◯ €48001 +

Appendix F

Hypotheses developed for detailed statistical analysis of survey responses

Hypotheses - Understanding of and Attitudes Towards Mobile Marketing

H0: There is no relationship between age and how interesting or boring respondents find MM

H1: There is a relationship between age and how interesting or boring respondents find MM

H0: There is no relationship between age and how relevant or irrelevant respondents find MM to them

H2: There is a relationship between age and how relevant or irrelevant respondents find MM to them

H0: There is no relationship between how respondents define their use of mobile apps and how interesting or boring respondents find MM

H3: There is a relationship between how respondents define their use of mobile apps and how interesting or boring respondents find MM

H0: There is no relationship between how respondents define their use of mobile apps and how relevant or irrelevant respondents find MM to them

H4: There is a relationship between how respondents define their use of mobile apps and how relevant or irrelevant respondents find MM to them

H0: There is no relationship between how trustful or distrustful respondents find MM and negative MM experiences

H5: There is a relationship between how trustful or distrustful respondents find MM and negative MM experiences

H0: There is no relationship between negative MM experiences and respondents future purchasing decisions being affected due to receiving unwanted marketing communications on their mobile phone

H6: There is a relationship between negative MM experiences and respondents future purchasing decisions being affected due to receiving unwanted marketing communications on their mobile phone

Hypotheses - Mobile Marketing Familiarity and Preferences

H0: There is no relationship between age and respondents preferred MM tool for companies to communicate with them on (mobile web and email)

H7: There is a relationship between age and respondents preferred MM tool for companies to communicate with them on (mobile web and email)

H0: There is no relationship between respondents like of MM and what respondents believe is an appropriate number of times to be contacted by a company on their mobile phone

H8: There is a relationship between respondents like of MM and what respondents believe is an appropriate number of times to be contacted by a company on their mobile phone

Hypotheses - Mobile Applications

H0: There is no relationship between age and how respondents define their use of mobile apps

H9: There is a relationship between age and how respondents define their use of mobile apps

H0: There is no relationship between how respondents define their use of mobile apps and respondent's willingness to sometimes pay for an app

H10: There is a relationship between how respondents define their use of mobile apps and respondent's willingness to sometimes pay for an app

H0: There is no relationship between respondents sharing their location with apps and how welcome or annoying respondents find MM

H11: There is a relationship between respondents sharing their location with apps and how welcome or annoying respondents find MM

H0: There is no relationship between respondents switching on app notifications and how welcome or annoying respondents find MM

H12: There is a relationship between respondents switching on app notifications and how welcome or annoying respondents find MM

H0: There is no relationship between respondents sharing their location with apps and how relevant or irrelevant respondents find MM to them

H13: There is a relationship between respondents sharing their location with apps and how relevant or irrelevant respondents find MM to them

H0: There is no relationship between respondents switching on app notifications and how relevant or irrelevant respondents find MM to them

H14: There is a relationship between respondents switching on app notifications and how relevant or irrelevant respondents find MM to them

H0: There is no relationship between respondents sharing their location with apps and how trustful or distrustful respondents find MM

H15: There is a relationship between respondents sharing their location with apps and how trustful or distrustful respondents find MM

H0: There is no relationship between respondents switching on app notifications and how trustful or distrustful respondents find MM

H16: There is a relationship between respondents switching on app notifications and how trustful or distrustful respondents find MM

Hypotheses - The Effectiveness of Push and Pull Mobile Marketing

H0: There is no relationship between gender and respondents preference for a company to contact them with information and special offers on their mobile phone

H17: There is a relationship between gender and respondents preference for a company to contact them with information and special offers on their mobile phone

H0: There is no relationship between negative MM experiences and respondents preference for a company to contact them with information and special offers on their mobile phone

H18: There is a relationship between negative MM experiences and respondents preference for a company to contact them with information and special offers on their mobile phone

H0: There is no relationship between gender and respondents preference to be in control of the frequency of MM they receive on their mobile phone

H19: There is a relationship between gender and respondents preference to be in control of the frequency of MM they receive on their mobile phone

H0: There is no relationship between negative MM experiences and respondents preference to be in control of the frequency of MM they receive on their mobile phone

H20: There is a relationship between negative MM experiences and respondents preference to be in control of the frequency of MM they receive on their mobile phone

H0: There is no relationship between negative MM experiences and respondents preference to seek out information or special offers themselves on their mobile phone

H21: There is a relationship between negative MM experiences and respondents preference to seek out information or special offers themselves on their mobile phone

Appendix G - Rejected Hypotheses Statistical Analysis Results

Rejected Null Hypotheses Relating to Understanding of and Attitudes Towards Mobile Marketing

Hypothesis 1: There is a relationship between age and how interesting or boring respondents find MM –ANOVA.

Descriptives

Mobile Marketing is...Interesting-Boring

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15-24	32	3.72	1.550	.274	3.16	4.28	1	7
25-44	81	3.25	1.662	.185	2.88	3.61	1	7
45+	87	4.11	1.721	.185	3.75	4.48	1	7
Total	200	3.70	1.710	.121	3.46	3.94	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Interesting-Boring

Levene Statistic	df1	df2	Sig.
.352	2	197	.704

ANOVA

Mobile Marketing is...Interesting-Boring

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.619	2	15.809	5.659	.004
Within Groups	550.381	197	2.794		
Total	582.000	199			

Robust Tests of Equality of Means

Mobile Marketing is...Interesting-Boring

	Statistic[a]	df1	df2	Sig.
Welch	5.493	2	89.198	.006
Brown-Forsythe	5.925	2	144.013	.003

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Interesting-Boring

Tukey HSD

(I) Age Category	(J) Age Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
15-24	25-44	.472	.349	.368	-.35	1.30
	45+	-.396	.346	.487	-1.21	.42
25-44	15-24	-.472	.349	.368	-1.30	.35
	45+	-.868*	.258	.003	-1.48	-.26
45+	15-24	.396	.346	.487	-.42	1.21
	25-44	.868*	.258	.003	.26	1.48

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Interesting-Boring

Tukey HSD

Age Category	N	Subset for alpha = 0.05	
		1	2
25-44	81	3.25	
15-24	32	3.72	3.72
45+	87		4.11
Sig.		.306	.433

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 54.456.

. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 2: There is a relationship between age and how relevant or irrelevant respondents find MM to them – ANOVA.

Descriptives

Mobile Marketing is...Relevant-Irrelevant to Me

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15-24	32	3.88	1.561	.276	3.31	4.44	1	7
25-44	81	3.63	1.750	.194	3.24	4.02	1	7
45+	87	4.32	1.846	.198	3.93	4.72	1	7
Total	200	3.97	1.785	.126	3.72	4.22	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Relevant-Irrelevant to Me

Levene Statistic	df1	df2	Sig.
1.314	2	197	.271

ANOVA

Mobile Marketing is...Relevant-Irrelevant to Me

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	20.443	2	10.221	3.283	.040
Within Groups	613.377	197	3.114		
Total	633.820	199			

Robust Tests of Equality of Means

Mobile Marketing is...Relevant-Irrelevant to Me

	Statistic[a]	df1	df2	Sig.
Welch	3.137	2	91.133	.048
Brown-Forsythe	3.529	2	152.795	.032

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Relevant-Irrelevant to Me

Tukey HSD

(I) Age Category	(J) Age Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
15-24	25-44	.245	.368	.783	-.62	1.12
	45+	-.447	.365	.440	-1.31	.41
25-44	15-24	-.245	.368	.783	-1.12	.62
	45+	-.692*	.272	.032	-1.34	-.05
45+	15-24	.447	.365	.440	-.41	1.31
	25-44	.692*	.272	.032	.05	1.34

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Relevant-Irrelevant to Me

Tukey HSD

Age Category	N	Subset for alpha = 0.05
		1
25-44	81	3.63
15-24	32	3.88
45+	87	4.32
Sig.		.104

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 54.456.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 3: There is a relationship between how respondents define their use of mobile apps and how interesting or boring respondents find MM – ANOVA.

Descriptives

Mobile Marketing is...Interesting-Boring

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Light User	85	4.28	1.729	.188	3.91	4.66	1	7
Medium User	70	3.29	1.678	.201	2.89	3.69	1	7
Heavy User	45	3.24	1.401	.209	2.82	3.67	1	7
Total	200	3.70	1.710	.121	3.46	3.94	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Interesting-Boring

Levene Statistic	df1	df2	Sig.
1.690	2	197	.187

ANOVA

Mobile Marketing is...Interesting-Boring

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	50.180	2	25.090	9.294	.000
Within Groups	531.820	197	2.700		
Total	582.000	199			

Robust Tests of Equality of Means

Mobile Marketing is...Interesting-Boring

	Statistic[a]	df1	df2	Sig.
Welch	9.166	2	119.217	.000
Brown-Forsythe	9.897	2	188.631	.000

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Interesting-Boring

Tukey HSD

(I) Use of mobile apps	(J) Use of mobile apps	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Light User	Medium User	.997*	.265	.001	.37	1.62
	Heavy User	1.038*	.303	.002	.32	1.75
Medium User	Light User	-.997*	.265	.001	-1.62	-.37
	Heavy User	.041	.314	.991	-.70	.78
Heavy User	Light User	-1.038*	.303	.002	-1.75	-.32
	Medium User	-.041	.314	.991	-.78	.70

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Interesting-Boring

Tukey HSD

Use of mobile apps	N	Subset for alpha = 0.05	
		1	2
Heavy User	45	3.24	
Medium User	70	3.29	
Light User	85		4.28
Sig.		.989	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 62.147.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 4: There is a relationship between how respondents define their use of mobile apps and how relevant or irrelevant respondents find MM to them –ANOVA.

Descriptives

Mobile Marketing is...Relevant-Irrelevant to Me

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Light User	85	4.64	1.778	.193	4.25	5.02	1	7
Medium User	70	3.61	1.679	.201	3.21	4.01	1	7
Heavy User	45	3.27	1.543	.230	2.80	3.73	1	7
Total	200	3.97	1.785	.126	3.72	4.22	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Relevant-Irrelevant to Me

Levene Statistic	df1	df2	Sig.
1.079	2	197	.342

ANOVA

Mobile Marketing is...Relevant-Irrelevant to Me

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	68.740	2	34.370	11.982	.000
Within Groups	565.080	197	2.868		
Total	633.820	199			

Robust Tests of Equality of Means

Mobile Marketing is...Relevant-Irrelevant to Me

	Statistica	df1	df2	Sig.
Welch	11.995	2	116.716	.000
Brown-Forsythe	12.503	2	182.609	.000

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Relevant-Irrelevant to Me

Tukey HSD

(I) Use	(	Mean	Std.	Sig.	95% Confidence Interval

of mobile apps	J) Use of mobile apps	Difference (I-J)	Error		Lower Bound	Upper Bound
Light User	Medium User	1.021*	.273	.001	.38	1.67
	Heavy User	1.369*	.312	.000	.63	2.11

Medium User	Light User	-1.021*	.273	.001	-1.67	-.38
	Heavy User	.348	.324	.531	-.42	1.11
Light User	Medium User	-1.369*	.312	.000	-2.11	-.63
Heavy User	Medium User	-.348	.324	.531	-1.11	.42

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Relevant-Irrelevant to Me

Tukey HSD

Use of mobile apps	N	Subset for alpha = 0.05	
		1	2
Heavy User	45	3.27	
Medium User	70	3.61	
Light User	85		4.64
Sig.		.488	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 62.147.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 5: There is a relationship between how trustful or distrustful respondents find MM and negative MM experiences – ANOVA.

Descriptives

Mobile Marketing is...Trustful-Distrustful

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	54	4.63	1.405	.191	4.25	5.01	1	7
No	113	4.12	1.504	.142	3.83	4.40	1	7
Unsure	33	5.00	1.173	.204	4.58	5.42	3	7
Total	200	4.40	1.463	.103	4.20	4.60	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Trustful-Distrustful

Levene Statistic	df1	df2	Sig.
.434	2	197	.648

ANOVA

Mobile Marketing is...Trustful-Distrustful

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.903	2	11.951	5.855	.003
Within Groups	402.097	197	2.041		
Total	426.000	199			

Robust Tests of Equality of Means

Mobile Marketing is...Trustful-Distrustful

	Statistic[a]	df1	df2	Sig.
Welch	6.811	2	87.312	.002
Brown-Forsythe	6.689	2	143.457	.002

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Trustful-Distrustful

Tukey HSD

(I) Had a negative experience relating to Mobile Marketing	(J) Had a negative experience relating to Mobile Marketing	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	.515	.236	.078	-.04	1.07
	Unsure	-.370	.316	.471	-1.12	.38
No	Yes	-.515	.236	.078	-1.07	.04
	Unsure	-.885*	.283	.006	-1.55	-.22
Unsure	Yes	.370	.316	.471	-.38	1.12
	No	.885*	.283	.006	.22	1.55

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Trustful-Distrustful

Tukey HSD

Had a negative experience relating to Mobile Marketing	N	Subset for alpha = 0.05	
		1	2
No	113	4.12	
Yes	54	4.63	4.63
Unsure	33		5.00
Sig.		.160	.385

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 52.019.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Hypothesis 6: There is a relationship between negative MM experiences and respondents future purchasing decisions being affected due to receiving unwanted marketing communications on their mobile phone –ANOVA.

Descriptives

Receiving unwanted marketing communications on my mobile phone affects my future purchasing decisions.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	54	1.76	.910	.124	1.51	2.01	1	4
No	113	2.44	1.043	.098	2.25	2.64	1	5
Unsure	33	2.15	1.004	.175	1.80	2.51	1	5
Total	200	2.21	1.040	.074	2.07	2.35	1	5

Test of Homogeneity of Variances

Receiving unwanted marketing communications on my mobile phone affects my future purchasing decisions.

Levene Statistic	df1	df2	Sig.
.697	2	197	.500

ANOVA

Receiving unwanted marketing communications on my mobile phone affects my future purchasing decisions.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.191	2	8.596	8.553	.000
Within Groups	197.989	197	1.005		
Total	215.180	199			

Robust Tests of Equality of Means

Receiving unwanted marketing communications on my mobile phone affects my future purchasing decisions.

	Statistic[a]	df1	df2	Sig.
Welch	9.286	2	81.606	.000
Brown-Forsythe	8.959	2	118.749	.000

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Receiving unwanted marketing communications on my mobile phone affects my future purchasing decisions.

Tukey HSD

(I) Had a negative experience relating to Mobile Marketing	(J) Had a negative experience relating to Mobile Marketing	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-.683*	.166	.000	-1.07	-.29
	Unsure	-.392	.222	.182	-.92	.13
No	Yes	.683*	.166	.000	.29	1.07
	Unsure	.291	.198	.309	-.18	.76
Unsure	Yes	.392	.222	.182	-.13	.92
	No	-.291	.198	.309	-.76	.18

*. The mean difference is significant at the 0.05 level.

Receiving unwanted marketing communications on my mobile phone affects my future purchasing decisions.

Tukey HSD

Had a negative experience relating to Mobile Marketing	N	Subset for alpha = 0.05	
		1	2
Yes	54	1.76	
Unsure	33	2.15	2.15
No	113		2.44
Sig.		.116	.303

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 52.019.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Rejected Null Hypotheses Relating to Mobile Marketing Familiarity and Preferences

Hypothesis 7: There is a relationship between age and respondents preferred MM tool for companies to communicate with them on (mobile web and email) – Chi-Square.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age Category * Tool Preference-Mobile Web and Email	200	100.0%	0	0.0%	200	100.0%

Age Category * Tool Preference-Mobile Web and Email Cross tabulation

			Tool Preference-Mobile Web and Email		Total
			0	Mobile Web and Email	
Age Category	15-24	Count	12	20	32
		% within Age Category	37.5%	62.5%	100.0%
		% within Tool Preference-Mobile Web and Email	16.7%	15.6%	16.0%
		% of Total	6.0%	10.0%	16.0%
	25-44	Count	21	60	81
		% within Age Category	25.9%	74.1%	100.0%
		% within Tool Preference-Mobile Web and Email	29.2%	46.9%	40.5%
		% of Total	10.5%	30.0%	40.5%
	45+	Count	39	48	87
		% within Age Category	44.8%	55.2%	100.0%
		% within Tool Preference-Mobile Web and Email	54.2%	37.5%	43.5%
		% of Total	19.5%	24.0%	43.5%
Total		Count	72	128	200
		% within Age Category	36.0%	64.0%	100.0%
		% within Tool Preference-Mobile Web and Email	100.0%	100.0%	100.0%
		% of Total	36.0%	64.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.542[a]	2	.038
Likelihood Ratio	6.643	2	.036
Linear-by-Linear Association	2.155	1	.142
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.52.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.181	.038
	Cramer's V	.181	.038
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Hypothesis 8: There is a relationship between respondents like of MM and what respondents believe is an appropriate number of times to be contacted by a company on their mobile phone- ANOVA.

Descriptives

Like of Mobile Marketing

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
A few times a week	5	2.20	1.095	.490	.84	3.56	1	3
Once a week	27	2.37	1.079	.208	1.94	2.80	1	5
A few times a month	21	2.48	1.030	.225	2.01	2.95	1	5
Once a month	36	2.97	1.207	.201	2.56	3.38	1	5
Every other month	9	3.56	1.424	.475	2.46	4.65	1	5
Rarely	9	4.33	1.118	.373	3.47	5.19	2	5
Never	6	4.33	.816	.333	3.48	5.19	3	5
Total	113	2.93	1.287	.121	2.69	3.17	1	5

Test of Homogeneity of Variances

Like of Mobile Marketing

Levene Statistic	df1	df2	Sig.
.397	6	106	.879

ANOVA

Like of Mobile Marketing

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	48.571	6	8.095	6.270	.000
Within Groups	136.862	106	1.291		
Total	185.434	112			

Robust Tests of Equality of Means

Like of Mobile Marketing

	Statistic[a]	df1	df2	Sig.
Welch	6.894	6	23.586	.000
Brown-Forsythe	6.443	6	51.426	.000

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Like of Mobile Marketing

Tukey HSD

(I) Appropriate number of times to be contacted by a company on their mobile phone	(J) Appropriate number of times to be contacted by a company on their mobile phone	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
A few times a week	Once a week	-.170	.553	1.000	-1.83	1.49
	A few times a month	-.276	.565	.999	-1.98	1.42
	Once a month	-.772	.542	.788	-2.40	.86
	Every other month	-1.356	.634	.338	-3.26	.55
	Rarely	-2.133*	.634	.018	-4.04	-.23
	Never	-2.133*	.688	.039	-4.20	-.07
Once a week	A few times a week	.170	.553	1.000	-1.49	1.83
	A few times a month	-.106	.331	1.000	-1.10	.89
	Once a month	-.602	.289	.372	-1.47	.27
	Every other month	-1.185	.437	.106	-2.50	.13
	Rarely	-1.963*	.437	.000	-3.28	-.65
	Never	-1.963*	.513	.004	-3.50	-.42
A few times a month	A few times a week	.276	.565	.999	-1.42	1.98
	Once a week	.106	.331	1.000	-.89	1.10

	Once a month	-.496	.312	.689	-1.43	.44
	Every other month	-1.079	.453	.216	-2.44	.28
	Rarely	-1.857*	.453	.002	-3.22	-.50
	Never	-1.857*	.526	.011	-3.44	-.28
	A few times a week	.772	.542	.788	-.86	2.40
	Once a week	.602	.289	.372	-.27	1.47
Once a month	A few times a month	.496	.312	.689	-.44	1.43
	Every other month	-.583	.423	.813	-1.86	.69
	Rarely	-1.361*	.423	.028	-2.63	-.09
	Never	-1.361	.501	.104	-2.87	.14
	A few times a week	1.356	.634	.338	-.55	3.26
	Once a week	1.185	.437	.106	-.13	2.50
Every other month	A few times a month	1.079	.453	.216	-.28	2.44
	Once a month	.583	.423	.813	-.69	1.86
	Rarely	-.778	.536	.772	-2.39	.83
	Never	-.778	.599	.851	-2.58	1.02
	A few times a week	2.133*	.634	.018	.23	4.04
	Once a week	1.963*	.437	.000	.65	3.28
Rarely	A few times a month	1.857*	.453	.002	.50	3.22
	Once a month	1.361*	.423	.028	.09	2.63
	Every other month	.778	.536	.772	-.83	2.39
	Never	.000	.599	1.000	-1.80	1.80
	A few times a week	2.133*	.688	.039	.07	4.20
	Once a week	1.963*	.513	.004	.42	3.50
Never	A few times a month	1.857*	.526	.011	.28	3.44
	Once a month	1.361	.501	.104	-.14	2.87
	Every other month	.778	.599	.851	-1.02	2.58
	Rarely	.000	.599	1.000	-1.80	1.80

*. The mean difference is significant at the 0.05 level.

Like of Mobile Marketing

Tukey HSD

Appropriate number of times to be contacted by a company on their mobile phone	N	Subset for alpha = 0.05	
		1	2
A few times a week	5	2.20	
Once a week	27	2.37	
A few times a month	21	2.48	
Once a month	36	2.97	2.97
Every other month	9	3.56	3.56
Rarely	9		4.33
Never	6		4.33
Sig.		.118	.115

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 9.981.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Rejected Null Hypotheses Relating to Mobile Applications

Hypothesis 9: There is a relationship between age and how respondents define their use of mobile apps – Chi-Square

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age Category * Use of mobile apps	200	100.0%	0	0.0%	200	100.0%

Age Category * Use of mobile apps Cross tabulation

			Use of mobile apps			Total
			Light User	Medium User	Heavy User	
Age Category	15-24	Count	6	14	12	32
		% within Age Category	18.8%	43.8%	37.5%	100.0%
		% within Use of mobile apps	7.1%	20.0%	26.7%	16.0%
		% of Total	3.0%	7.0%	6.0%	16.0%
	25-44	Count	26	31	24	81
		% within Age Category	32.1%	38.3%	29.6%	100.0%
		% within Use of mobile apps	30.6%	44.3%	53.3%	40.5%
		% of Total	13.0%	15.5%	12.0%	40.5%
	45+	Count	53	25	9	87
		% within Age Category	60.9%	28.7%	10.3%	100.0%
		% within Use of mobile apps	62.4%	35.7%	20.0%	43.5%
		% of Total	26.5%	12.5%	4.5%	43.5%
Total		Count	85	70	45	200
		% within Age Category	42.5%	35.0%	22.5%	100.0%
		% within Use of mobile apps	100.0%	100.0%	100.0%	100.0%
		% of Total	42.5%	35.0%	22.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.920[a]	4	.000
Likelihood Ratio	27.163	4	.000
Linear-by-Linear Association	23.884	1	.000

N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.20.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.360	.000
	Cramer's V	.255	.000
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Hypothesis 10: There is a relationship between how respondents define their use of mobile apps and respondent's willingness to sometimes pay for an app – Chi-Square.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Use of mobile apps * Sometimes willing to pay for a mobile app	200	100.0%	0	0.0%	200	100.0%

Use of mobile apps * Sometimes willing to pay for a mobile app Cross tabulation

			Sometimes willing to pay for a mobile app		Total
			Yes	No	
Use of mobile apps	Light User	Count	29	56	85
		% within Use of mobile apps	34.1%	65.9%	100.0%
		% within Sometimes willing to pay for a mobile app	30.5%	53.3%	42.5%
		% of Total	14.5%	28.0%	42.5%
	Medium User	Count	38	32	70
		% within Use of mobile apps	54.3%	45.7%	100.0%

	Heavy User	% within Sometimes willing to pay for a mobile app	40.0%	30.5%	35.0%
		% of Total	19.0%	16.0%	35.0%
		Count	28	17	45
		% within Use of mobile apps	62.2%	37.8%	100.0%
		% within Sometimes willing to pay for a mobile app	29.5%	16.2%	22.5%
		% of Total	14.0%	8.5%	22.5%
Total		Count	95	105	200
		% within Use of mobile apps	47.5%	52.5%	100.0%
		% within Sometimes willing to pay for a mobile app	100.0%	100.0%	100.0%
		% of Total	47.5%	52.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.308[a]	2	.004
Likelihood Ratio	11.458	2	.003
Linear-by-Linear Association	10.596	1	.001
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.38.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.238	.004
	Cramer's V	.238	.004
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Hypothesis 11: There is a relationship between respondents sharing their location with apps and how welcome or annoying respondents find MM –ANOVA.

Descriptives

Mobile Marketing is...Welcome-Annoying

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	33	3.33	1.689	.294	2.73	3.93	1	7
No	86	4.73	1.697	.183	4.37	5.10	1	7
For some apps only	75	3.97	1.498	.173	3.63	4.32	1	7
Unsure	6	4.67	1.211	.494	3.40	5.94	4	7
Total	200	4.22	1.683	.119	3.98	4.45	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Welcome-Annoying

Levene Statistic	df1	df2	Sig.
1.390	3	196	.247

ANOVA

Mobile Marketing is...Welcome-Annoying

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	54.293	3	18.098	6.963	.000
Within Groups	509.462	196	2.599		
Total	563.755	199			

Robust Tests of Equality of Means

Mobile Marketing is...Welcome-Annoying

	Statistic[a]	df1	df2	Sig.
Welch	6.235	3	23.628	.003
Brown-Forsythe	7.927	3	73.240	.000

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Welcome-Annoying

Tukey HSD

(I) Shares location with apps on mobile phone	(J) Shares location with apps on mobile phone	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-1.399*	.330	.000	-2.25	-.54
	For some apps only	-.640	.337	.231	-1.51	.23
	Unsure	-1.333	.716	.247	-3.19	.52
No	Yes	1.399*	.330	.000	.54	2.25
	For some apps only	.759*	.255	.017	.10	1.42
	Unsure	.066	.681	1.000	-1.70	1.83
For some apps only	Yes	.640	.337	.231	-.23	1.51
	No	-.759*	.255	.017	-1.42	-.10
	Unsure	-.693	.684	.742	-2.47	1.08
Unsure	Yes	1.333	.716	.247	-.52	3.19
	No	-.066	.681	1.000	-1.83	1.70
	For some apps only	.693	.684	.742	-1.08	2.47

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Welcome-Annoying

Tukey HSD

Shares location with apps on mobile phone	N	Subset for alpha = 0.05	
		1	2
Yes	33	3.33	
For some apps only	75	3.97	3.97
Unsure	6	4.67	4.67
No	86		4.73
Sig.		.066	.492

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 18.024.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Hypothesis 12: There is a relationship between respondents switching on app notifications and how welcome or annoying respondents find MM – ANOVA.

Descriptives

Mobile Marketing is...Welcome-Annoying

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	35	3.09	1.721	.291	2.49	3.68	1	7
No	92	4.73	1.520	.158	4.41	5.04	1	7
For some apps only	60	4.05	1.672	.216	3.62	4.48	1	7
Unsure	13	4.38	1.193	.331	3.66	5.11	3	7
Total	200	4.22	1.683	.119	3.98	4.45	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Welcome-Annoying

Levene Statistic	df1	df2	Sig.
.705	3	196	.550

ANOVA

Mobile Marketing is...Welcome-Annoying

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	70.879	3	23.626	9.395	.000
Within Groups	492.876	196	2.515		
Total	563.755	199			

Robust Tests of Equality of Means

Mobile Marketing is...Welcome-Annoying

	Statistic[a]	df1	df2	Sig.
Welch	8.470	3	50.202	.000
Brown-Forsythe	10.157	3	120.173	.000

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Welcome-Annoying

Tukey HSD

(I) Switches on app notifications on mobile phone	(J) Switches on app notifications on mobile phone	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-1.643*	.315	.000	-2.46	-.83
	For some apps only	-.964*	.337	.024	-1.84	-.09
	Unsure	-1.299	.515	.060	-2.63	.04
No	Yes	1.643*	.315	.000	.83	2.46
	For some apps only	.678	.263	.052	.00	1.36
	Unsure	.344	.470	.884	-.87	1.56
For some apps only	Yes	.964*	.337	.024	.09	1.84
	No	-.678	.263	.052	-1.36	.00
	Unsure	-.335	.485	.901	-1.59	.92
Unsure	Yes	1.299	.515	.060	-.04	2.63
	No	-.344	.470	.884	-1.56	.87
	For some apps only	.335	.485	.901	-.92	1.59

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Welcome-Annoying

Tukey HSD

Switches on app notifications on mobile phone	N	Subset for alpha = 0.05	
		1	2
Yes	35	3.09	
For some apps only	60	4.05	4.05
Unsure	13		4.38
No	92		4.73
Sig.		.089	.349

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 30.068.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Hypothesis 13: There is a relationship between respondents sharing their location with apps and how relevant or irrelevant respondents find MM to them – ANOVA.

Descriptives

Mobile Marketing is...Relevant-Irrelevant to Me

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	33	3.12	1.691	.294	2.52	3.72	1	7
No	86	4.59	1.824	.197	4.20	4.98	1	7
For some apps only	75	3.59	1.586	.183	3.22	3.95	1	7
Unsure	6	4.50	.837	.342	3.62	5.38	4	6
Total	200	3.97	1.785	.126	3.72	4.22	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Relevant-Irrelevant to Me

Levene Statistic	df1	df2	Sig.
2.163	3	196	.094

ANOVA

Mobile Marketing is...Relevant-Irrelevant to Me

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	69.862	3	23.287	8.093	.000
Within Groups	563.958	196	2.877		
Total	633.820	199			

Robust Tests of Equality of Means

Mobile Marketing is...Relevant-Irrelevant to Me

	Statistic[a]	df1	df2	Sig.
Welch	7.974	3	26.337	.001
Brown-Forsythe	10.689	3	123.408	.000

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Relevant-Irrelevant to Me

Tukey HSD

(I) Shares location with apps on mobile phone	(J) Shares location with apps on mobile phone	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-1.472*	.347	.000	-2.37	-.57
	For some apps only	-.465	.354	.555	-1.38	.45
	Unsure	-1.379	.753	.262	-3.33	.57
No	Yes	1.472*	.347	.000	.57	2.37
	For some apps only	1.006*	.268	.001	.31	1.70
	Unsure	.093	.716	.999	-1.76	1.95
For some apps only	Yes	.465	.354	.555	-.45	1.38
	No	-1.006*	.268	.001	-1.70	-.31
	Unsure	-.913	.720	.584	-2.78	.95
Unsure	Yes	1.379	.753	.262	-.57	3.33
	No	-.093	.716	.999	-1.95	1.76
	For some apps only	.913	.720	.584	-.95	2.78

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Relevant-Irrelevant to Me

Tukey HSD

Shares location with apps on mobile phone	N	Subset for alpha = 0.05	
		1	2
Yes	33	3.12	
For some apps only	75	3.59	3.59
Unsure	6	4.50	4.50
No	86		4.59
Sig.		.073	.286

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 18.024.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Hypothesis 14: There is a relationship between respondents switching on app notifications and how relevant or irrelevant respondents find MM to them – ANOVA.

Descriptives

Mobile Marketing is...Relevant-Irrelevant to Me

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	35	3.29	1.840	.311	2.65	3.92	1	7
No	92	4.55	1.854	.193	4.17	4.94	1	7
For some apps only	60	3.38	1.427	.184	3.01	3.75	1	6
Unsure	13	4.38	1.121	.311	3.71	5.06	3	7
Total	200	3.97	1.785	.126	3.72	4.22	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Relevant-Irrelevant to Me

Levene Statistic	df1	df2	Sig.
4.164	3	196	.007

ANOVA

Mobile Marketing is...Relevant-Irrelevant to Me

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	70.689	3	23.563	8.201	.000
Within Groups	563.131	196	2.873		
Total	633.820	199			

Robust Tests of Equality of Means

Mobile Marketing is...Relevant-Irrelevant to Me

	Statistic[a]	df1	df2	Sig.
Welch	8.335	3	52.312	.000
Brown-Forsythe	9.750	3	126.092	.000

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Relevant-Irrelevant to Me

Tukey HSD

(I) Switches on app notifications on mobile phone	(J) Switches on app notifications on mobile phone	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-1.269*	.337	.001	-2.14	-.40
	For some apps only	-.098	.361	.993	-1.03	.84
	Unsure	-1.099	.551	.193	-2.53	.33
No	Yes	1.269*	.337	.001	.40	2.14
	For some apps only	1.171*	.281	.000	.44	1.90
	Unsure	.170	.502	.987	-1.13	1.47
For some apps only	Yes	.098	.361	.993	-.84	1.03
	No	-1.171*	.281	.000	-1.90	-.44
	Unsure	-1.001	.519	.219	-2.34	.34
Unsure	Yes	1.099	.551	.193	-.33	2.53
	No	-.170	.502	.987	-1.47	1.13
	For some apps only	1.001	.519	.219	-.34	2.34

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Relevant-Irrelevant to Me

Tukey HSD

Switches on app notifications on mobile phone	N	Subset for alpha = 0.05	
		1	2
Yes	35	3.29	
For some apps only	60	3.38	
Unsure	13	4.38	4.38
No	92		4.55
Sig.		.061	.980

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 30.068.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Hypothesis 15: There is a relationship between respondents sharing their location with apps and how trustful or distrustful respondents find MM – ANOVA.

Descriptives

Mobile Marketing is...Trustful-Distrustful

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	33	4.00	1.275	.222	3.55	4.45	1	7
No	86	4.80	1.509	.163	4.48	5.13	1	7
For some apps only	75	4.09	1.406	.162	3.77	4.42	1	7
Unsure	6	4.67	1.211	.494	3.40	5.94	4	7
Total	200	4.40	1.463	.103	4.20	4.60	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Trustful-Distrustful

Levene Statistic	df1	df2	Sig.
1.653	3	196	.178

ANOVA

Mobile Marketing is...Trustful-Distrustful

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.680	3	8.893	4.365	.005
Within Groups	399.320	196	2.037		
Total	426.000	199			

Robust Tests of Equality of Means

Mobile Marketing is...Trustful-Distrustful

	Statistic[a]	df1	df2	Sig.
Welch	4.130	3	23.407	.017
Brown-Forsythe	5.021	3	56.163	.004

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Trustful-Distrustful

Tukey HSD

(I) Shares location with apps on mobile phone	(J) Shares location with apps on mobile phone	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-.802*	.292	.033	-1.56	-.04
	For some apps only	-.093	.298	.989	-.87	.68
	Unsure	-.667	.633	.719	-2.31	.97
No	Yes	.802*	.292	.033	.04	1.56
	For some apps only	.709*	.226	.010	.12	1.29
	Unsure	.136	.603	.996	-1.43	1.70
For some apps only	Yes	.093	.298	.989	-.68	.87
	No	-.709*	.226	.010	-1.29	-.12
	Unsure	-.573	.606	.780	-2.14	1.00
Unsure	Yes	.667	.633	.719	-.97	2.31
	No	-.136	.603	.996	-1.70	1.43
	For some apps only	.573	.606	.780	-1.00	2.14

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Trustful-Distrustful

Tukey HSD

Shares location with apps on mobile phone	N	Subset for alpha = 0.05
		1
Yes	33	4.00
For some apps only	75	4.09
Unsure	6	4.67
No	86	4.80
Sig.		.333

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 18.024.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 16: There is a relationship between respondents switching on app notifications and how trustful or distrustful respondents find MM – ANOVA.

Descriptives

Mobile Marketing is...Trustful-Distrustful

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	35	3.83	1.543	.261	3.30	4.36	1	7
No	92	4.71	1.472	.153	4.40	5.01	1	7
For some apps only	60	4.25	1.336	.172	3.90	4.60	1	7
Unsure	13	4.46	1.330	.369	3.66	5.27	2	7
Total	200	4.40	1.463	.103	4.20	4.60	1	7

Test of Homogeneity of Variances

Mobile Marketing is...Trustful-Distrustful

Levene Statistic	df1	df2	Sig.
.642	3	196	.589

ANOVA

Mobile Marketing is...Trustful-Distrustful

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.472	3	7.157	3.468	.017
Within Groups	404.528	196	2.064		
Total	426.000	199			

Robust Tests of Equality of Means

Mobile Marketing is...Trustful-Distrustful

	Statistic[a]	df1	df2	Sig.
Welch	3.106	3	48.334	.035
Brown-Forsythe	3.557	3	95.154	.017

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Mobile Marketing is...Trustful-Distrustful

Tukey HSD

(I) Switches on app notifications on mobile phone	(J) Switches on app notifications on mobile phone	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-.878*	.285	.013	-1.62	-.14
	For some apps only	-.421	.306	.514	-1.21	.37
	Unsure	-.633	.467	.528	-1.84	.58
No	Yes	.878*	.285	.013	.14	1.62
	For some apps only	.457	.238	.225	-.16	1.07
	Unsure	.245	.426	.939	-.86	1.35
For some apps only	Yes	.421	.306	.514	-.37	1.21
	No	-.457	.238	.225	-1.07	.16
	Unsure	-.212	.440	.963	-1.35	.93
Unsure	Yes	.633	.467	.528	-.58	1.84
	No	-.245	.426	.939	-1.35	.86
	For some apps only	.212	.440	.963	-.93	1.35

*. The mean difference is significant at the 0.05 level.

Mobile Marketing is...Trustful-Distrustful

Tukey HSD

Switches on app notifications on mobile phone	N	Subset for alpha = 0.05
		1
Yes	35	3.83
For some apps only	60	4.25
Unsure	13	4.46
No	92	4.71
Sig.		.086

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 30.068.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Rejected Null Hypotheses Relating to the Effectiveness of Push and Pull Mobile Marketing

Hypothesis 17: There is a relationship between gender and respondents preference for a company to contact them with information and special offers on their mobile phone - T-Test.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Prefers a company to contact them with information and special offers	Male	98	4.49	1.906	.193
	Female	101	3.51	2.028	.202

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Prefers a company to contact them with information and special offers	Equal variances assumed	.223	.637	3.492	197	.001	.975	.279	.424	1.526
	Equal variances not assumed			3.495	196.805	.001	.975	.279	.425	1.525

Hypothesis 18: There is a relationship between negative MM experiences and respondents preference for a company to contact them with information and special offers on their mobile phone – ANOVA.

Descriptives

Prefers a company to contact them with information and special offers

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	54	4.61	2.023	.275	4.06	5.16	1	7
No	112	3.63	1.973	.186	3.26	3.99	1	7
Unsure	33	4.24	1.969	.343	3.54	4.94	1	7
Total	199	3.99	2.024	.143	3.71	4.28	1	7

Test of Homogeneity of Variances

Prefers a company to contact them with information and special offers

Levene Statistic	df1	df2	Sig.
.257	2	196	.773

ANOVA

Prefers a company to contact them with information and special offers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37.851	2	18.926	4.798	.009
Within Groups	773.144	196	3.945		
Total	810.995	198			

Robust Tests of Equality of Means

Prefers a company to contact them with information and special offers

	Statistic[a]	df1	df2	Sig.
Welch	4.693	2	79.471	.012
Brown-Forsythe	4.781	2	120.408	.010

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Prefers a company to contact them with information and special offers

Tukey HSD

(I) Had a negative experience relating to Mobile Marketing	(J) Had a negative experience relating to Mobile Marketing	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	.986*	.329	.009	.21	1.76
	Unsure	.369	.439	.679	-.67	1.41
No	Yes	-.986*	.329	.009	-1.76	-.21
	Unsure	-.617	.393	.261	-1.55	.31
Unsure	Yes	-.369	.439	.679	-1.41	.67
	No	.617	.393	.261	-.31	1.55

*. The mean difference is significant at the 0.05 level.

Prefers a company to contact them with information and special offers

Tukey HSD

Had a negative experience relating to Mobile Marketing	N	Subset for alpha = 0.05	
		1	2
No	112	3.63	
Unsure	33	4.24	4.24
Yes	54		4.61
Sig.		.255	.612

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 51.948.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Hypothesis 19: There is a relationship between gender and respondents preference to be in control of the frequency of MM they receive on their mobile phone – T-Test.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Prefers to be in control of the frequency of messages received	Male	98	1.77	1.258	.127
	Female	101	2.28	1.644	.164

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Prefers to be in control of the frequency of messages received	Equal variances assumed	13.627	.000	-2.461	197	.015	-.512	.208	-.922	-.102
	Equal variances not assumed			-2.471	186.959	.014	-.512	.207	-.921	-.103

Hypothesis 20: There is a relationship between negative MM experiences and respondents preference to be in control of the frequency of MM they receive on their mobile phone – ANOVA.

Descriptives

Prefers to be in control of the frequency of messages received

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	53	1.47	.953	.131	1.21	1.73	1	6
No	113	2.17	1.535	.144	1.88	2.45	1	7
Unsure	33	2.42	1.786	.311	1.79	3.06	1	7
Total	199	2.03	1.485	.105	1.82	2.23	1	7

Test of Homogeneity of Variances

Prefers to be in control of the frequency of messages received

Levene Statistic	df1	df2	Sig.
8.578	2	196	.000

ANOVA

Prefers to be in control of the frequency of messages received

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.801	2	11.900	5.647	.004
Within Groups	413.073	196	2.108		
Total	436.874	198			

Robust Tests of Equality of Means

Prefers to be in control of the frequency of messages received

	Statistic[a]	df1	df2	Sig.
Welch	8.238	2	78.770	.001
Brown-Forsythe	5.478	2	78.980	.006

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Prefers to be in control of the frequency of messages received

Tukey HSD

(I) Had a negative experience relating to Mobile Marketing	(J) Had a negative experience relating to Mobile Marketing	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-.696*	.242	.012	-1.27	-.13
	Unsure	-.953*	.322	.010	-1.71	-.19
No	Yes	.696*	.242	.012	.13	1.27
	Unsure	-.256	.287	.646	-.93	.42
Unsure	Yes	.953*	.322	.010	.19	1.71
	No	.256	.287	.646	-.42	.93

*. The mean difference is significant at the 0.05 level.

Prefers to be in control of the frequency of messages received

Tukey HSD

Had a negative experience relating to Mobile Marketing	N	Subset for alpha = 0.05	
		1	2
Yes	53	1.47	
No	113		2.17
Unsure	33		2.42
Sig.		1.000	.643

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 51.706.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.

Hypothesis 21: There is a relationship between negative MM experiences and respondents preference to seek out information or special offers themselves on their mobile phone – ANOVA.

Descriptives

Prefers to seek out information and special offers

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	54	2.07	1.286	.175	1.72	2.43	1	7
No	113	2.75	1.770	.167	2.42	3.08	1	7
Unsure	33	3.15	1.938	.337	2.46	3.84	1	7
Total	200	2.64	1.717	.121	2.40	2.87	1	7

Test of Homogeneity of Variances

Prefers to seek out information and special offers

Levene Statistic	df1	df2	Sig.
5.689	2	197	.004

ANOVA

Prefers to seek out information and special offers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.347	2	13.673	4.819	.009
Within Groups	559.008	197	2.838		
Total	586.355	199			

Robust Tests of Equality of Means

Prefers to seek out information and special offers

	Statistic[a]	df1	df2	Sig.
Welch	5.916	2	79.750	.004
Brown-Forsythe	4.790	2	92.656	.010

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: Prefers to seek out information and special offers

Tukey HSD

(I) Had a negative experience relating to Mobile Marketing	(J) Had a negative experience relating to Mobile Marketing	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-.678*	.279	.042	-1.34	-.02
	Unsure	-1.077*	.372	.012	-1.96	-.20
No	Yes	.678*	.279	.042	.02	1.34
	Unsure	-.399	.333	.456	-1.19	.39
Unsure	Yes	1.077*	.372	.012	.20	1.96
	No	.399	.333	.456	-.39	1.19

*. The mean difference is significant at the 0.05 level.

Prefers to seek out information and special offers

Tukey HSD

Had a negative experience relating to Mobile Marketing	N	Subset for alpha = 0.05	
		1	2
Yes	54	2.07	
No	113	2.75	2.75
Unsure	33		3.15
Sig.		.102	.449

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 52.019.

b. The group sizes are unequal. The harmonic mean of the group sizes is used.

Type I error levels are not guaranteed.